



130 N. Jay Street • Corona, CA 92879 • 951.683.9770 • FAX: 951.683.0970

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National Sales

National Clients

SUNBURST SALES, INC. is a recognized and respected West Coast-based national sales facilitator specializing in launching programs for the entrepreneur, small marketer or off-shore manufacturer lacking the experience or knowledge of the retail and wholesale market segments. Our full-services consulting efforts will drive a program from market research and product development, right down to sales and after-sales service. We take you through every step of the four “Ps” of marketing—Product, Pricing, Promotion and Placement.

Our proven formula for success begins with consultation with you in developing a business plan and strategy. Our next step involves product development and/or modification and creating alternative packaging options. Packaging includes not only the retail shelf item, but inner and master cartons, obtaining UPC coding, preparing packaging graphics, securing contract packagers if necessary, applying for Sensormatic inserts when required and looking for cost savings and efficiencies in the manufacturing process.

We shall work with you in developing a pricing strategy to maximize gaining market share without compromising your profit objective. The approach to the overall sales program will include the creation of a retail price point with appropriate wholesale and chain discounts to allow for drop-shipment, dealer direct and wholesale distribution pricing. It will allow for “marketing monies,” co-op advertising fund accruals, and trade discounts.

Our approach to Promotion combines the entire intended “message” to help the product move onto and off of the retailer’s shelf and wholesaler’s racking. We help to create a company identity through development of a company logo, company stationery and business cards, a company “masthead” for sales bulletins, newsletters and communiqués. We will develop a Press Release Kit and a co-op ad builder kit including line art, ad slicks and ad mats. We’ll arrange for the production of floppy disc or CD-enhanced reproducible artwork. We will seek on your behalf product testimonials and trade publicity through a monthly schedule of press releases.

Getting your product “placed” is where most consulting companies leave off. This is where we excel. Once you’re ready to go to market, we can establish a national sales force to present your products and programs to the key buyers at the accounts you want to sell. We can retain such independent sales agencies with the expertise and relationships to make yours a successful program. If requested, we can also provide the independent “management” of this sales force on a commission “override” basis. We’ll arrange and conduct national and regional sales meetings as well as make joint sales calls on your behalf.



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Our compensation for services provided is fair and flexible. We normally operate under a contractual arrangement with compensation to be based on a fixed retainer for the agreed services contracted. On some occasions we contract for a lower retainer fee with the balance to be paid via sales commissions and overrides. We have also provided our services on an equity basis whereby joint ownership or "partnering" is a consideration.

We welcome the opportunity to meet with you and to provide a quotation for developing each of the components necessary to get you to market.