

# vision, the advantage vision, the advantage vision, the advantage



## Our Team

The Vision Business Products' management team has over 100 years of industry experience which our membership can draw upon for any opportunities and challenges they face in the IT consumables marketplace. Our membership also benefits from years of contract negotiation and program management to ensure they are getting the best Vendor programs available.

## Buying Power

The cornerstone of Vision has been the combined purchasing power of over 1 billion dollars. Vision's collective buying power with our national and global partners allows our membership more advantageous programs, pricing and unique opportunities that would not otherwise be available.



## Technology

Vision has developed electronic catalogs and on-line custom ordering systems for its members. These programs are unique and proprietary and are providing an economy of scale cost unavailable to an individual dealer. This type of technology is not common with an independent dealer and thus Vision enables its members to be a step ahead of the competition.

## Selling Strategies

Vision has developed a National Account Program, Targeted Account Selling Program and a Cost to Print Solution that would be unattainable for an individual location. Vision presents its members solutions that other independent dealers are not able to offer their customers.

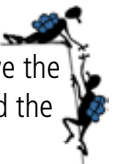


## Sales Training

Vision organizes training programs for both sales and administrative personnel. The cost of these programs could not be afforded by an individual dealer trying to duplicate these efforts; therefore, most dealers don't do sales training because they can't afford them and won't take the time to develop them. Our members have better trained sales personnel than their competition.

## Program/Contract Management

Vision assists its membership with the management of MDF funds and marketing development. Most dealers do not have the staff or the training to do this in-house. Vision has the economy of scale not only to do this, but offer both the dealer and the supplier a better result.



## Branding/Private Label

Vision can assist the positioning of the independent dealer in their marketplace through Branding and Private Label products. Most, if not all, dealers do not have the volume to warrant a private label. Vision therefore provides their members opportunity to have a brand and to be unique in their market.

## Custom Catalog

All of our members can take advantage of our IT Products Catalog and customize it to fit the needs of their business in the industry. Vision provides the economy of scale to enlarge the catalog and to price point its cost at levels unattainable by a dealer on their own.



## National Network



Through our National Network of dealers in similar businesses, our membership has access to ideas and solutions from business professionals who are more than willing to share their experiences. Vision hosts conferences each year to provide a forum for information exchange and discussions. Vision provides an electronic forum for Purchasers, Sales reps and Principals where individuals can source, discuss and comment on opportunities and challenges within the industry.

## Procurement Tools

Members of the Vision Buying Group have access to our "ECat" and online procurement tool designed to give their end-users an electronic catalog from which they can order IT products. The ECat can also be used as a quotation tool.



## National Visibility

Our members become part of a nationally known and respected leader in the Information Processing and Imaging Supplies industry.

## Managing the Bottom Line

Vision helps its members be "in business for themselves but not by themselves", By providing its members with analytical tools and models to lower their operational costs and to provide their working capital.

Vision is in business to provide our membership with programs and relationships that they could not otherwise get on their own. Dealers need to compete on a broader scale than at any other time in their existence. Grow your sales or die, use your capital better or shrink, position yourself or lose your identity, provide electronic solutions or get passed by. Most dealers cannot do these on their own. They either fail or they have to find a way to get these things done. On their own they can't get there. With Vision, all things become possible.



As a Vision Business Products Member, you have a direct link to these, and other manufacturers.



Contact our New Member Team:

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