

A portrait of Kaplan Mobray, a Black man with a bald head, smiling. He is wearing a dark suit, a white shirt, and a bright green tie. His hands are clasped in front of him on a dark wooden table. The background is dark and textured.

GROWTH
IS A CHOICE

**AMPLIFYING MARKETING
EFFECTIVENESS**

**TO ELEVATE YOUR BRAND
AND GROW SALES**

KAPLAN MOBRAY



OPTIMIZE.
INNOVATE.
GROW.



breathe



**CUSTOMER
RELATIONSHIPS.**

SALES.

COMPETITION.

NUMBER.



BUSINESS TRENDS 2025



**LABOR
SHORTAGES**

**SUPPLY CHAIN
DISRUPTIONS**

**REGULATORY
CHALLENGES**

**TECHNOLOGY
ADVANCEMENTS
AND ADOPTION**

SUSTAINABILITY

**CUSTOMER
DIVERSIFICATION**

**COMPLEX SALES
CYCLE**

**MARKET
COMPETITION**

**DATA
MANAGEMENT**

**ECONOMIC
UNCERTAINTY**

**CYBERSECURITY
THREATS**

**GEO POLITICAL
UNCERTAINTY**







AKI GIBB
Manufacturer's Representative



**Hill and
company**

MANUFACTURER'S REPRESENTATIVES



Fusion
Technical Sales
Where Experience and Innovation Come Together



CAIN TECHNOLOGY
SOUTHERN CALIFORNIA





**PEOPLE
NEED TO
TRUST
YOU**

**BEFORE
THEY
CHOOSE TO
BUY FROM
YOU**



YOUR PERSONAL BRAND
WILL RAISE YOUR
CREDIBILITY

**YOUR MARKETING
EFFECTIVENESS
WILL GROW
YOUR SALES**



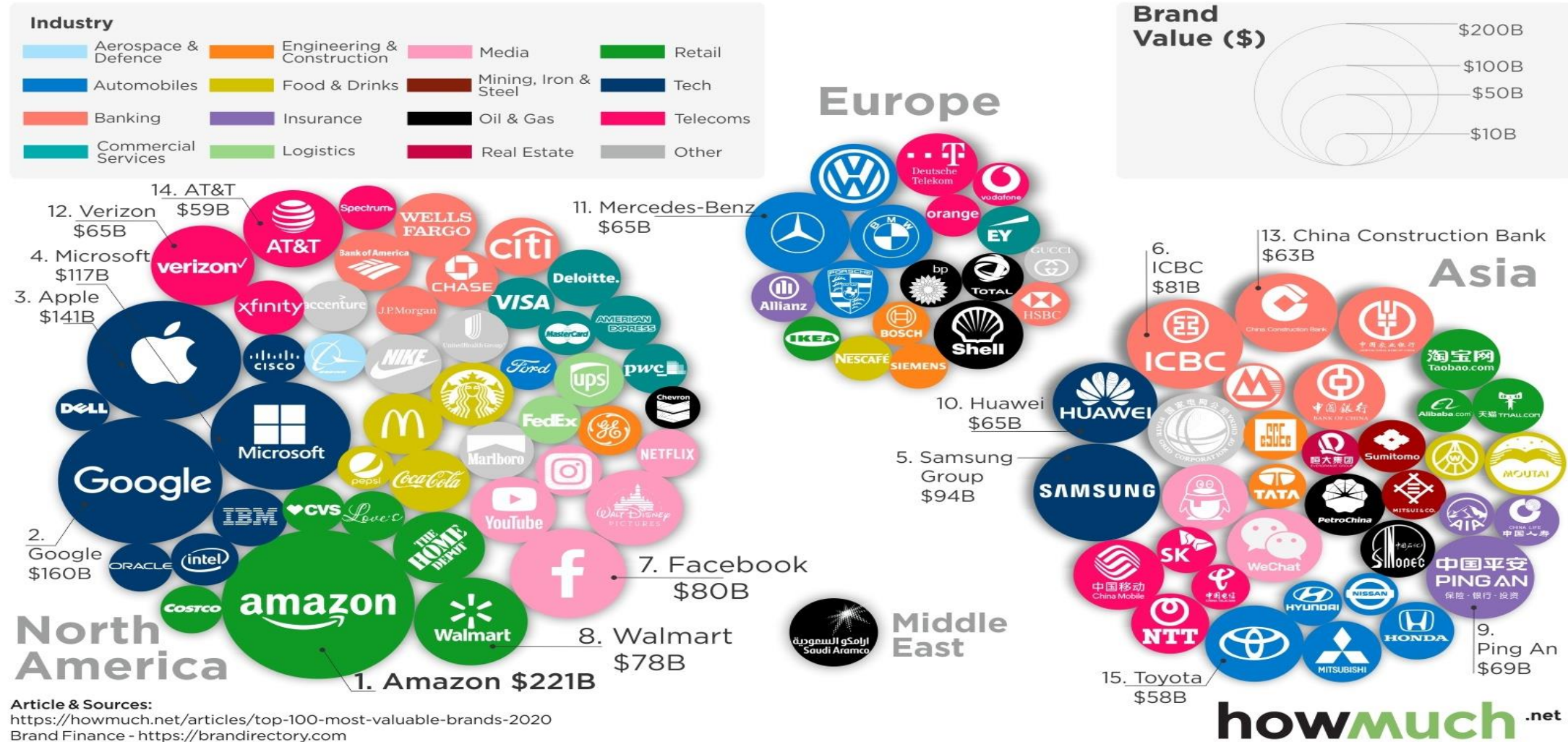
**“PEOPLE PLACE A HIGHER VALUE ON
BRANDS THEY CAN RECALL”**

**“IF OTHERS CANNOT RECALL YOU, THEY
MAY NOT THINK YOU ARE GOOD”**

MEMORABLE BRANDS HAVE HIGHER VALUE

The Top 100 Most Valuable Brands in 2020

Companies by Brand Valuation Around the World



MULTICHANNEL MARKETING ENHANCES SALES PERFORMANCE

**“CUSTOMERS PLACE A HIGHER VALUE
ON REPS AND REP FIRMS THEY TRUST
AND CAN RECALL”**

**“IF YOUR
CUSTOMERS/PROSPECTS/OEMs/ENGINEERS
CANNOT FIND/TRUST/REMEMBER/OR REFER
YOU, THEY WILL BUY FROM SOMEONE ELSE”**

LIKED?

VALUED?

RESPECTED?

TRUSTED?

KNOWN?



BUY?

INVEST IN YOUR MARKETING EFFECTIVENESS

AN MOBRAY

ICU.



ICU.

INTENTIONAL MARKETING OUTREACH.
CONSISTENT HIGH STANDARD.
UNIQUE VALUE PROPOSITION.

ICU.

ARE YOU MARKETING EFFECTIVELY FOR GROWTH?

Let the buyer's concerns guide your content strategy

YOUR BUYER

Becomes aware of pain;
status quo loosens

Gets interested in finding a
solution, begins to discover
trends, products, brands

Evaluates specific products
and services; becomes willing to
engage with sellers

Commits to a specific solution;
justifies reasons for purchase

Expects good product performance
and great customer service;
may become an advocate

May become interested in **expanding**
use of goods and services

YOUR ACTIONS

Awareness

Focus on problems and pain points. Use big-picture industry-focused content; entertain or inform with social media, advertising, sponsorships, PR. Educate with live webinars, Q&A

Interest

Focus on solutions. Educate, help prospects evaluate buying criteria. White papers, eBooks, live and on-demand webinars, events, analyst reports, videos, reviews, checklists

Consideration

Show what it's like to work with you. Demos, data sheets, trials, pricing, case studies, references, vendor comparisons, implementation data. Webinars give people a sense of your expertise and communication style, and let them interact

Purchase

Validate their decision; make the contract process easy. Begin implementation/training/service phase. Use webinars for kick-off events and group training

Post-Purchase

Continuous learning, loyalty programs, feedback loops. Regular customer webinars to introduce new features. Newsletters, emails, phone calls. Make them feel cared for

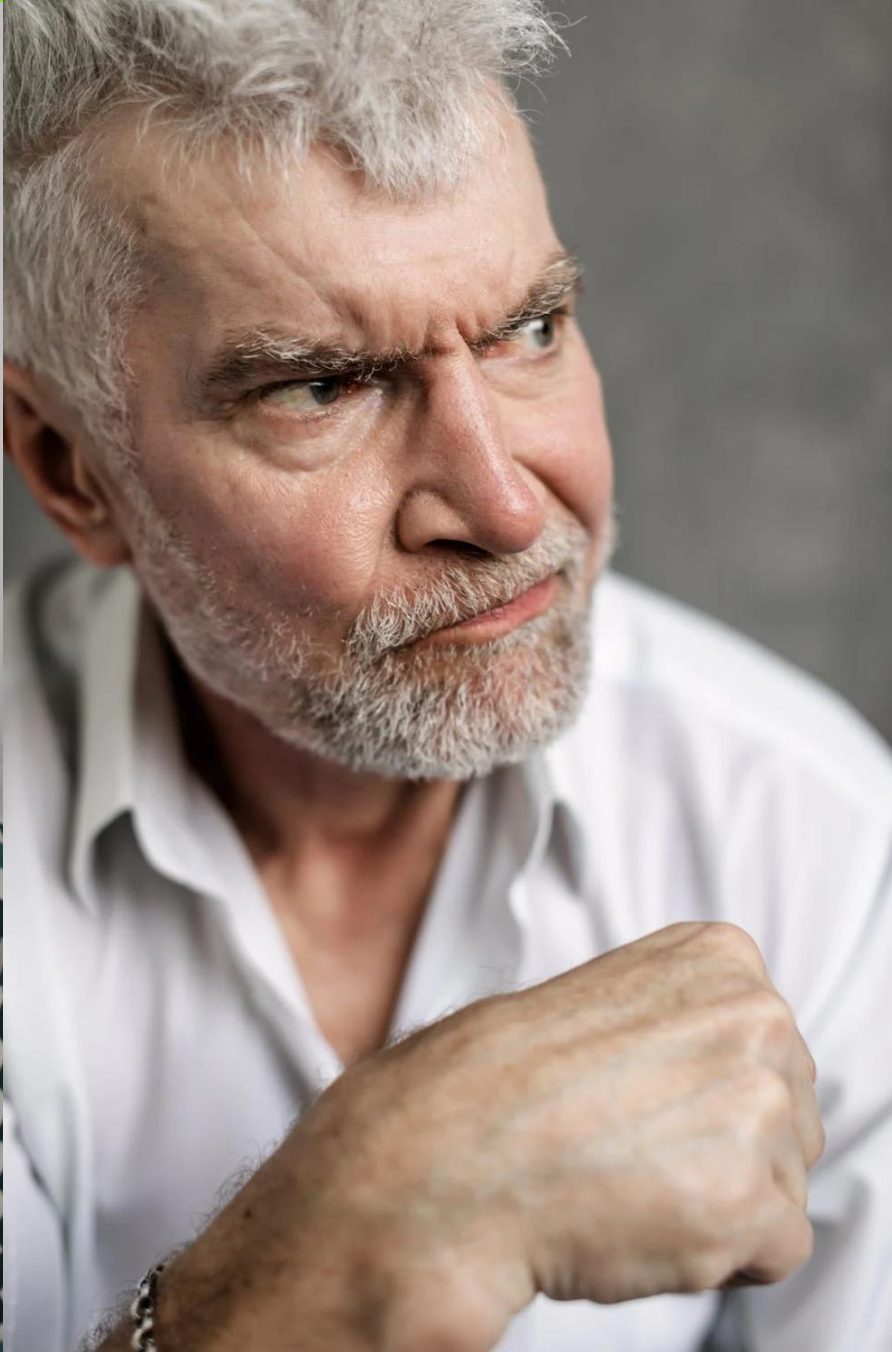
Re-Purchase

Stay in touch. Look for opportunities to upgrade or expand product use. Use webinars to introduce new products. Newsletters, emails, phone calls

- **DRIVE AWARENESS**
- **INCREASE ENGAGEMENT**
- **INSPIRE PURCHASE**

SOCIAL MEDIA B2B MARKETING
 EMAIL MARKETING
 PODCASTS
 ARTICLES-BLOGS-CASE STUDIES
 VIDEO TESTIMONIALS
 SEARCH ENGINE OPTIMIZATION (SEO)
 WEBINARS
 PPC DIGITAL ADVERTISING
 YOU TUBE CHANNEL
 TRADE SHOWS INDUSTRY EVENTS
 CRM and AFFILIATE MARKETING
 AI AUTOMATION
 WEBSITE
 STRATEGIC PARTNERSHIPS
 SMS TEXT CAMPAIGNS





"WHAT SHOULD I DO?"

"WHERE DO I START?"

"AM I DOING ENOUGH?"

"I HAVE NOT CONSIDERED THAT"

"I DON'T HAVE TIME TO DO MORE MARKETING"

"HOW DO I DO THAT?"

"I'M DOING JUST FINE"

"I DON'T NEED TO DO ANY OF THAT STUFF"

"MY CUSTOMER WILL ALWAYS BUY FROM ME"



**CUSTOMERS WHO
ENGAGE WITH
BUSINESSES ACROSS
MULTIPLE CHANNELS
SPEND 30% MORE.**

**BUSINESSES THAT USE
MULTIPLE MARKETING
CHANNELS WITNESS, ON
AVERAGE, A 24%
INCREASE IN REVENUE**

**WHAT'S SOMETHING YOU WOULD
LIKE 24% MORE OF?**



MULTICHANNEL MARKETING ENHANCES SALES PERFORMANCE



HOW MANY **MARKETING CHANNELS** DOES YOUR REP FIRM USE TO:

- **BRAND** YOUR REP FIRM
- **SHOWCASE** YOUR LINE CARD PARTNERS
PRODUCTS AND SOLUTIONS
- **DEMONSTRATE** YOUR REP'S **EXPERTISE**
- **NURTURE** CUSTOMER **RELATIONSHIPS**
- **GROW** SALES



MULTICHANNEL MARKETING ENHANCES SALES PERFORMANCE

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POWER


TRUSTED POWER INNOVATIONS®
POWER BACKUP & DISTRIBUTION: Rugged UPS | Power Distribution Units | Power Conditions & Inverters | XRP Batteries


SEMICONDUCTORS: IGBT | SiC Devices | Control IC | Power MOSFETs | Rectifier Diodes | Pressure Sensors


Life Energy Motion
TRANSDUCERS: Current Transducers | Voltage Transducers | Integrated Current Sensors | Multifunction Transducers | Energy Meters


MAGNETICS: Toroid Mounts & Headers | Bobbins & Coil Forms | Magnetic Core Materials | Transformer Tape | Shielded Coil Forms


POWER DISTRIBUTION: Bus Bars | Flexible Power Cable | Connectors & Contacts | Thermal Management | Sub-assemblies


CAPACITORS: Ceramics | Electrolytics | Film | Super Capacitors
DISCRETE SEMICONDUCTORS: Rectifier | Diodes | ESD | TVS


POWER SUPPLIES: Industrial | Medical
RESISTORS: Industrial | Military & Space


COOLING PRODUCTS: AC Fans | DC Fans | Cross Flow Fans | Fan Guards | Blowers | Heat Sinks | Power Cords | Castings


BATTERIES: Alkaline | Lithium Manganese | Lithium Thionyl | Lithium Iron | Lithium Polymer | Nickel Cadmium | Nickel Hydride | Silver Oxide | Custom Battery Packs | Battery Chargers

USER INTERFACE


CONNECTORS: Board-to-Board | EV Charger | FAKRA | Fiber Optic | HDMI | Modular Plugs | USB4 | Power Line Filters | RJ45 Modular | Spring Loaded & Magnetic | Transceivers | Waterproof | Antennas | AC-DC Converters | DC-DC Converters | Custom Cable Assemblies


POWER CONNECTORS: Wire-to-Wire | Wire-to-Busbar | Wire-to-Board | Board-to-Board | Busbar-to-Busbar | Wire-to-Panel | Panel-to-Panel


SWITCHES: Anti-vandal | Capacitive | Detector | Dip | Keylock | Navigation | Pushbutton | Rocker | Rotary | Slide | Snap Action | Tact | Tilt | Toggle | Trigger


RF CONNECTORS & CABLES: Test & Measurement Cables | Connectors | RF Components | RF & Microwave Cables | Adapters & Accessories


INTERFACE: Flexible PCB's | Rubber Keypads | Membrane Switches | Capacitive Technology | Touch Screen Technology


BI TECH: Potentiometers | Encoders | Trimmers | Steering Sensors
OPTEK: Hall Effect Sensors | Fiber Optic Sensors | IR Sensors | Fluid Sensors | Optoisolators | Transistors | Visible LEDs

EMI & RFI SHIELDING


EMI GASKETS: Groove Mounted | Surface Mounted | Honeycomb Filters


PCB SHIELDS: Snapshot | Surface Mount | Snap-on | Lightweight Board Level | Custom Board Level | Solder Spheres

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MULTICHANNEL MARKETING ENHANCES SALES PERFORMANCE



**“IF CUSTOMERS/PROSPECTS
OEMs/DISTRIBUTORS
ENGINEERS CANNOT
FIND/TRUST/REMEMBER/OR
REFER YOU WHERE THEY
ENGAGE IN LOOKING FOR A
SOLUTION, THEY WILL BUY
FROM SOMEONE ELSE”**

ARE YOU MARKETING EFFECTIVELY FOR GROWTH?

MOVE OR SIT





ADAPT ADOPT EVOLVE



ADOPT NEW WAYS TO ENGAGE



ADAPT TO THE CHANGING LANDSCAPE



EVOLVE TO CREATE FUTURE GROWTH

OPPORTUNITY.
CHOICE.



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**IMPROVE YOUR STRATEGIC
POSITIONING**

DELIVER VALUE-ADDED SERVICES

BUILD STRONG RELATIONSHIPS



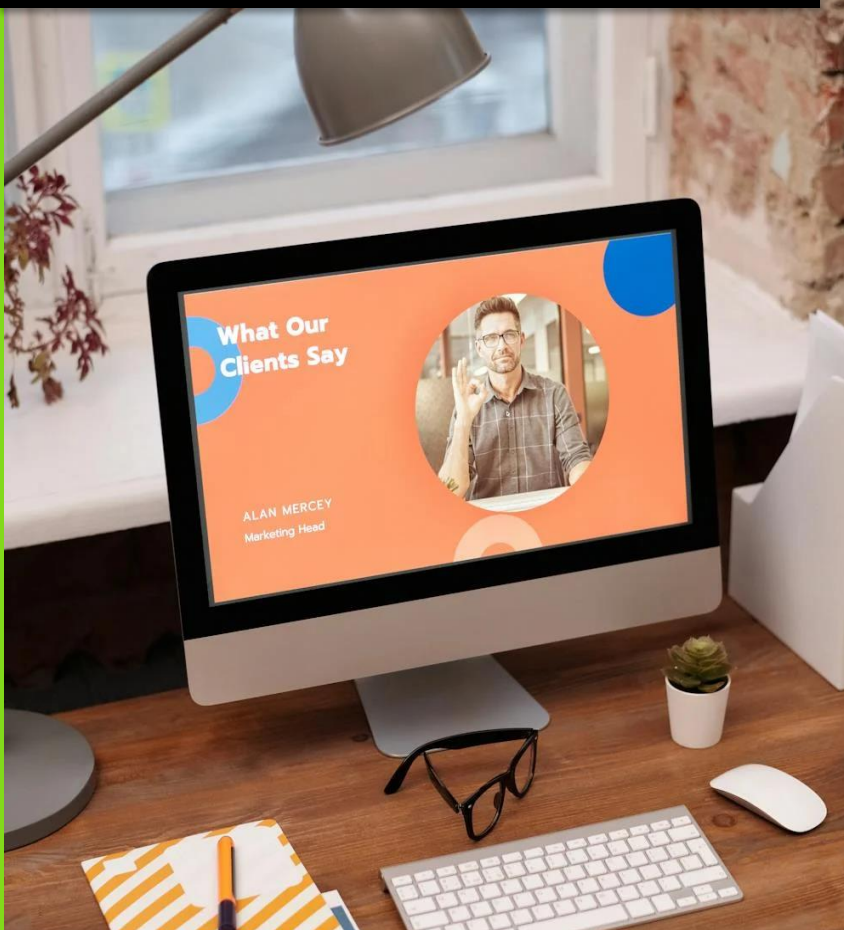
WATCH OR BE WATCHED

MARKETING MIX



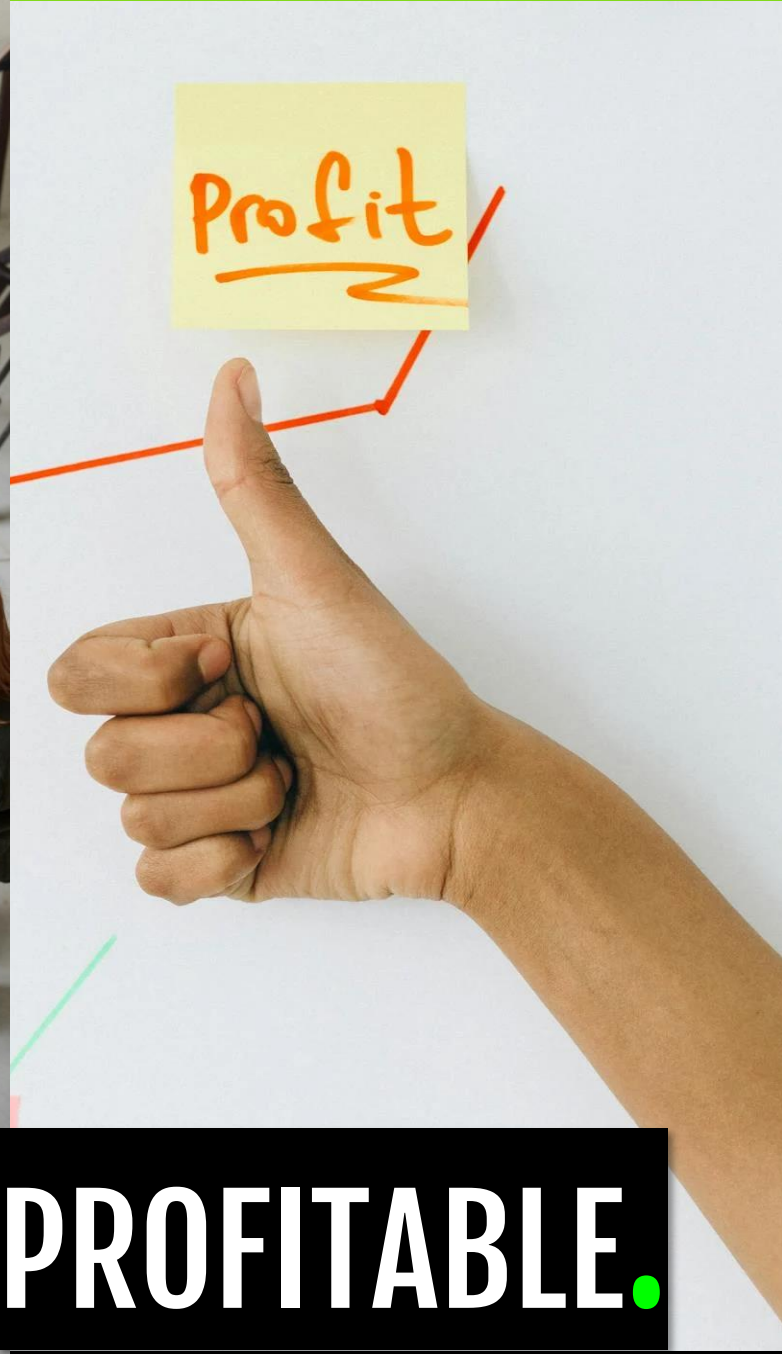
PRODUCTS
PLACEMENT
PROMOTION
PRICING

PROFESSIONAL.



PERSONALIZED.

PARTICIPATORY.



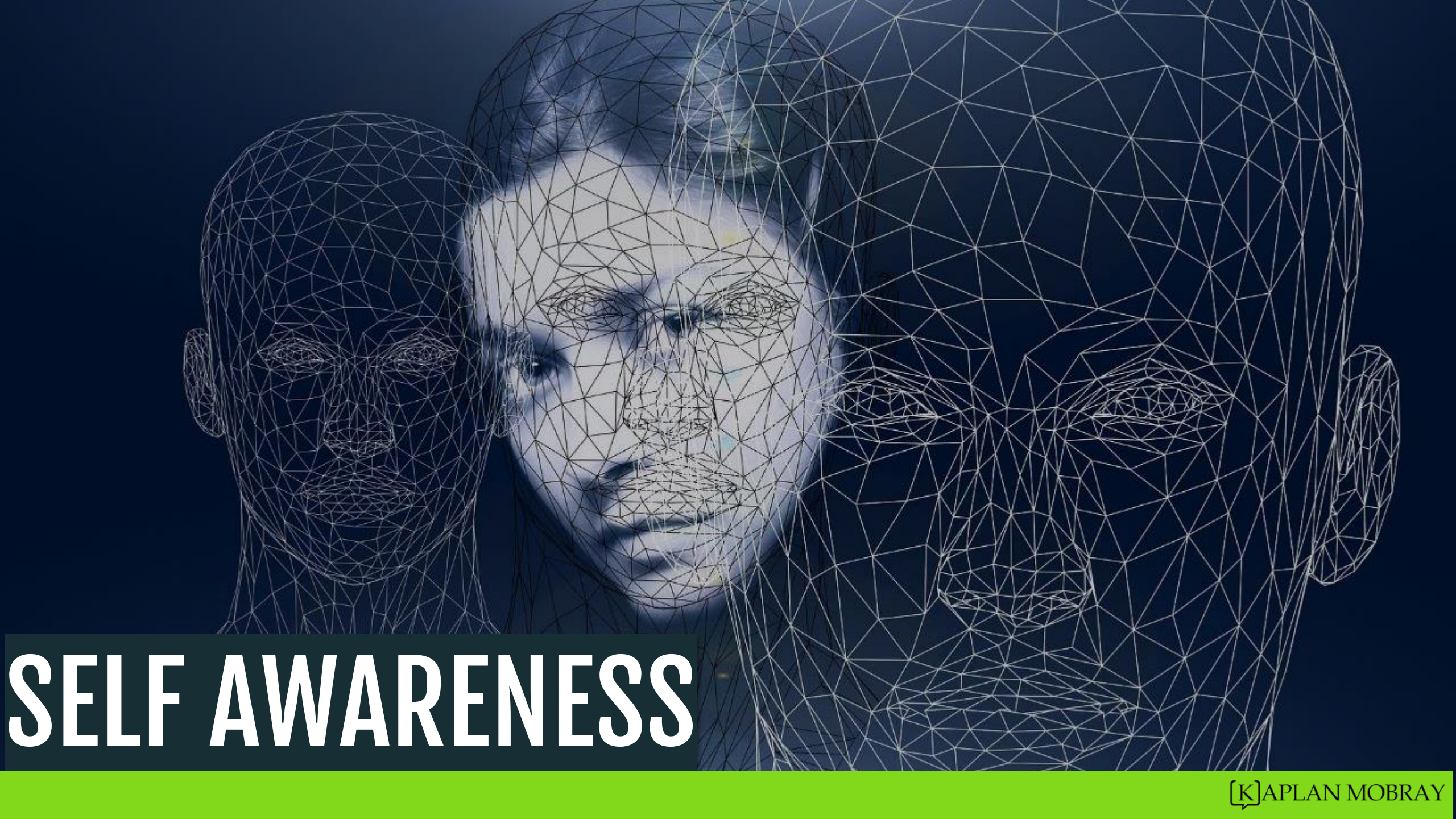
PROFITABLE.



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**CUSTOMERS WHO ENGAGE WITH BUSINESSES
ACROSS MULTIPLE CHANNELS SPEND 30% MORE**



The image features three wireframe faces against a dark blue background. The central face is a realistic portrait of a woman with dark hair, looking slightly to the right. It is overlaid with a white wireframe mesh. To its left and right are two more wireframe faces, one slightly behind and to the left, and another to the right, both also rendered in white wireframe mesh. The overall composition suggests themes of identity, perception, and self-awareness.

SELF AWARENESS



**ARE YOU
FUTURE PROOFING
YOUR BRAND?**

**ARE YOU BUILDING
A COMPETITIVE
ADVANTAGE?**

Two footprints are visible in the sand, one on the left and one on the right. The footprints are dark and show the outline of a foot, with some internal details like the arch and toes. The sand is a light, textured grey.

MULTI CHANNEL **MARKETING—KEEPS YOU RELEVANT**

HIGHER SALES
GREATER RETENTION
MORE REFERRALS
INCREASED GROWTH
FAVORABLE BRAND



WE DID IT!!

WE WON!

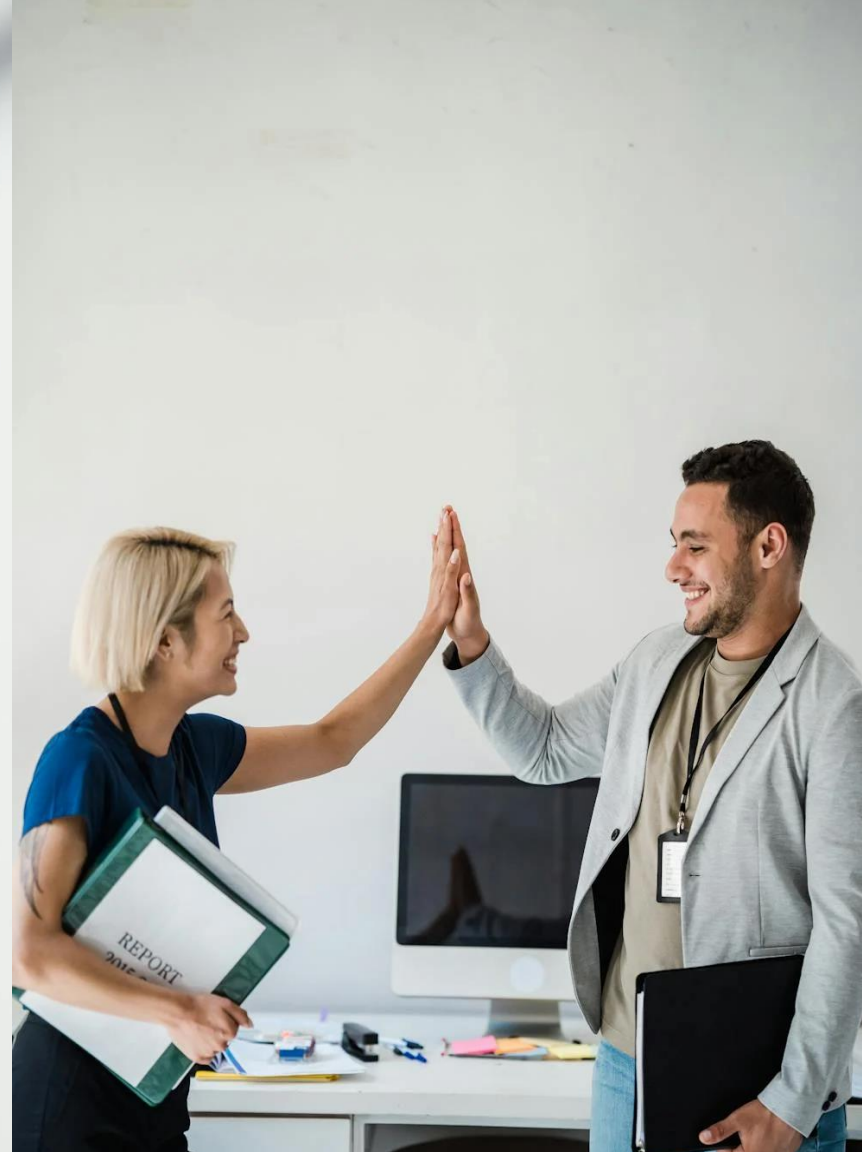
**WE GOT THE
CONTRACT!**

HIGH FIVE

WETVS.



**ARE YOU SITTING
UNDER THE TABLE?**



SALES GROWTH

**CUSTOMER
RETENTION**

REFERRALS

**COMPETITIVE
ADVANTAGE**

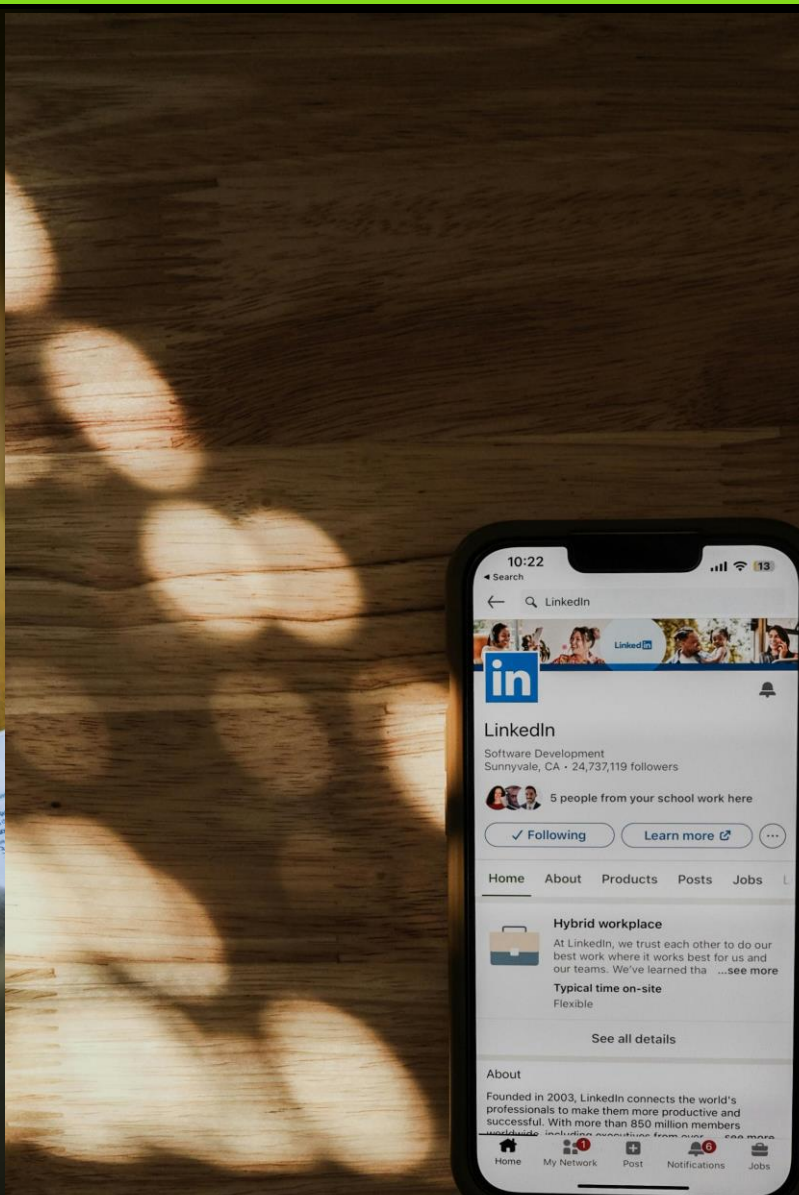
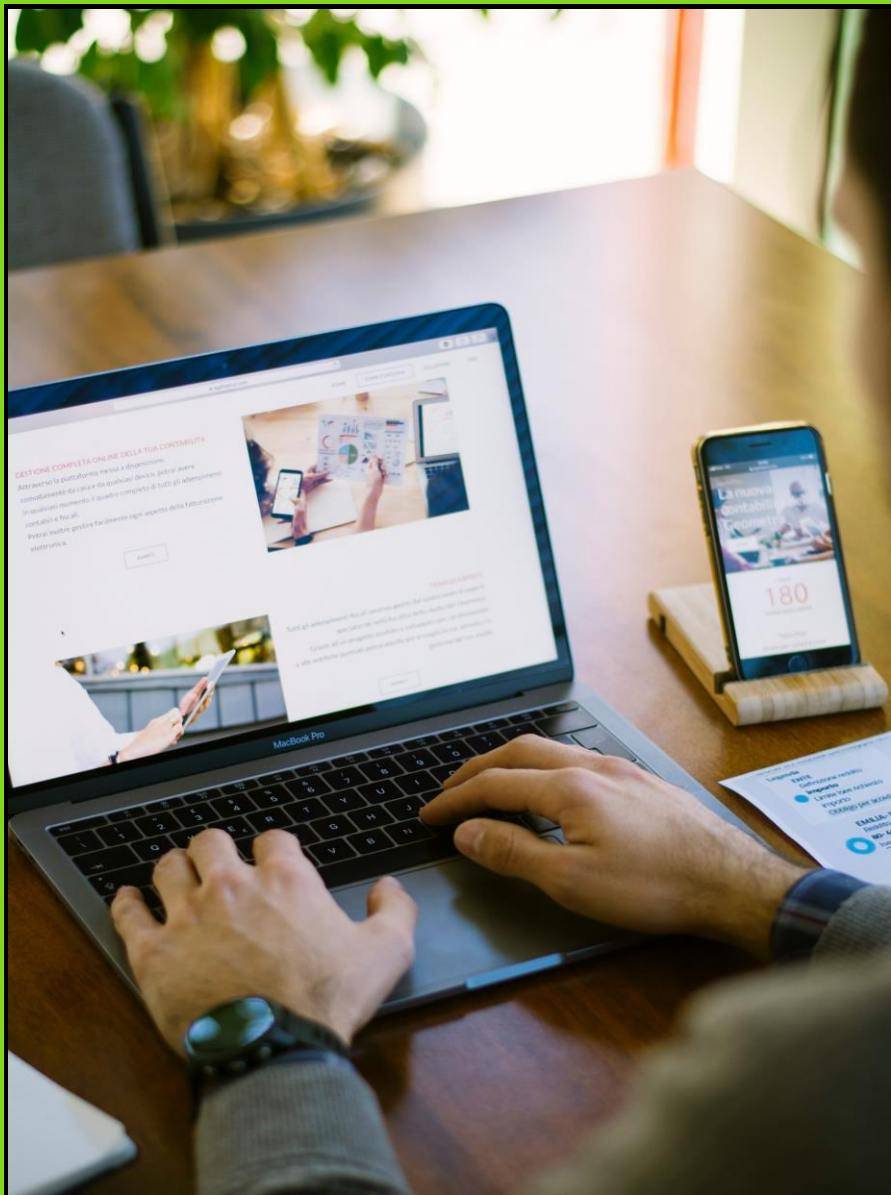
**BRAND
CREDIBILITY**

HIGH FIVE — MARKETING STRATEGIES



- **WEBSITE** OPTIMIZATION, SOCIAL MEDIA MARKETING AND LINKEDIN
- **EMAIL** MARKETING, CRM AND AUTOMATION
- **THOUGHT LEADERSHIP** AND CONTENT MARKETING
- **VIDEO MARKETING** AND PERSONALIZED VIDEO OUTREACH
- **SOCIAL MEDIA B2B MARKETING** AND SALES FUNNEL OPTIMIZATION

“HIGH FIVE” — MARKETING STRATEGIES



WEBSITE — SOCIAL MEDIA B2B — LINKEDIN

PEOPLE MEET YOU BEFORE THEY MEET YOU



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EK Micro

Manufacturers' Representatives

Representatives for leading mechanical solutions, electronic components, interconnect, power, and human machine interface solutions manufacturers to the industrial, aerospace, military, medical and telecommunications markets.

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Kruvand Headquarters

Sales, Support & Operations | Dallas, Texas

Founded in Dallas, Kruvand has served the most sophisticated electronics and component markets for nearly 5 decades. We have built an experienced team around the needs and locations of our clients, as well as, meeting our principal's initiatives.

Our headquarters serves as the U.S. sales hub and management of all Kruvand operations.

100%

Employee

6

Executives

11

Outside Sales

6

Inside Sales



WELCOME

C C Electro is a responsive, proactive, technical sales and marketing organization that specializes in electronic components.

CONTACT US

(317) 612-5000
info@ccelectro.net
715 N. Senate Ave
Indianapolis, IN 46202

About

C C Electro develops relationships within the customers' various disciplines to build needed communication channels.



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Manufacturers Representative

Representing the Best in Technology

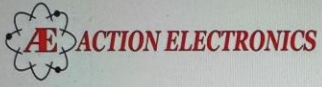







TECH-TREK LTD

Canadian Electronic Component Manufacturer Representative



Action Electronics

1507-C Richmond Rd.
Williamsburg, VA 23185
Phone: (757) 229-1880
Email: action-electronics@cox.net
Hours: Mon-Fri 9AM-4:30PM Sat 9AM-12Noon

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Providing Professional Electronic Repair Services To Williamsburg Virginia And The Surrounding Communities

Same Ownership And Operating From The Same Location Since 1972

We Service Carry In Items ONLY. We Do Not Accept Shipped In Items.

Stereo Repair, Vintage, and Classic audio equipment repair and restoration (Amplifiers, Tuners, Receivers, Turntables, Reel to Reel and Cassette Tape decks, Speakers, Etc)

Sales of restored Vintage and Classic audio equipment

Light Industrial Electronic & Electro-Mechanical Repair

Electronic Troubleshooting and repair at the component level

We use the latest technologies to create amazing things.

○ ○ ○ ○ ● ○ ○



Committed

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OUR PRODUCT LINE →

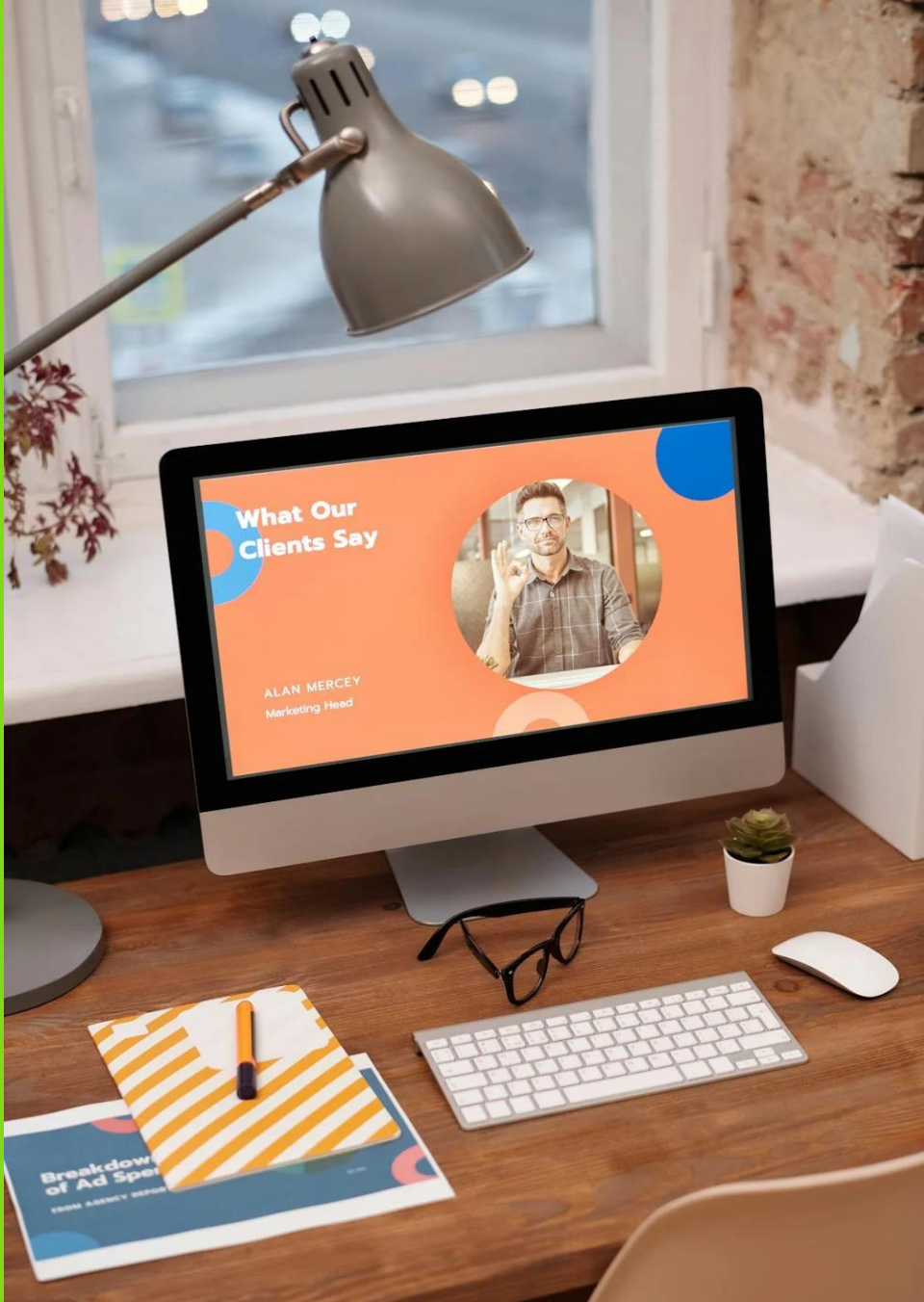
1976 ————— 2025
Providing engineers
with design-in
solutions for

View Technologies

BEST IN CLASS TECHNOLOGY
RESPONSIVE CUSTOMER CARE

**DOES YOUR WEBSITE
INSPIRE TRUST?**

**DOES YOUR WEBSITE
INFLUENCE SALES?**



- **YOUR WEBSITE/LINE CARD CREATES A FIRST IMPRESSION AND MAY REVEAL THE STANDARD AND QUALITY OF YOUR FIRM, REPS AND PARTNERS**
- **CUSTOMERS LOOK AT WHAT OTHERS SAY AND SHARE ABOUT YOU**
- **SEARCH ENGINE OPTIMIZATION (SEO) OPTIMIZES YOUR SITE TO BE FOUND ON THE INTERNET**
- **VIDEO ON WEBSITES INCREASE SALES AND ENGAGEMENT**



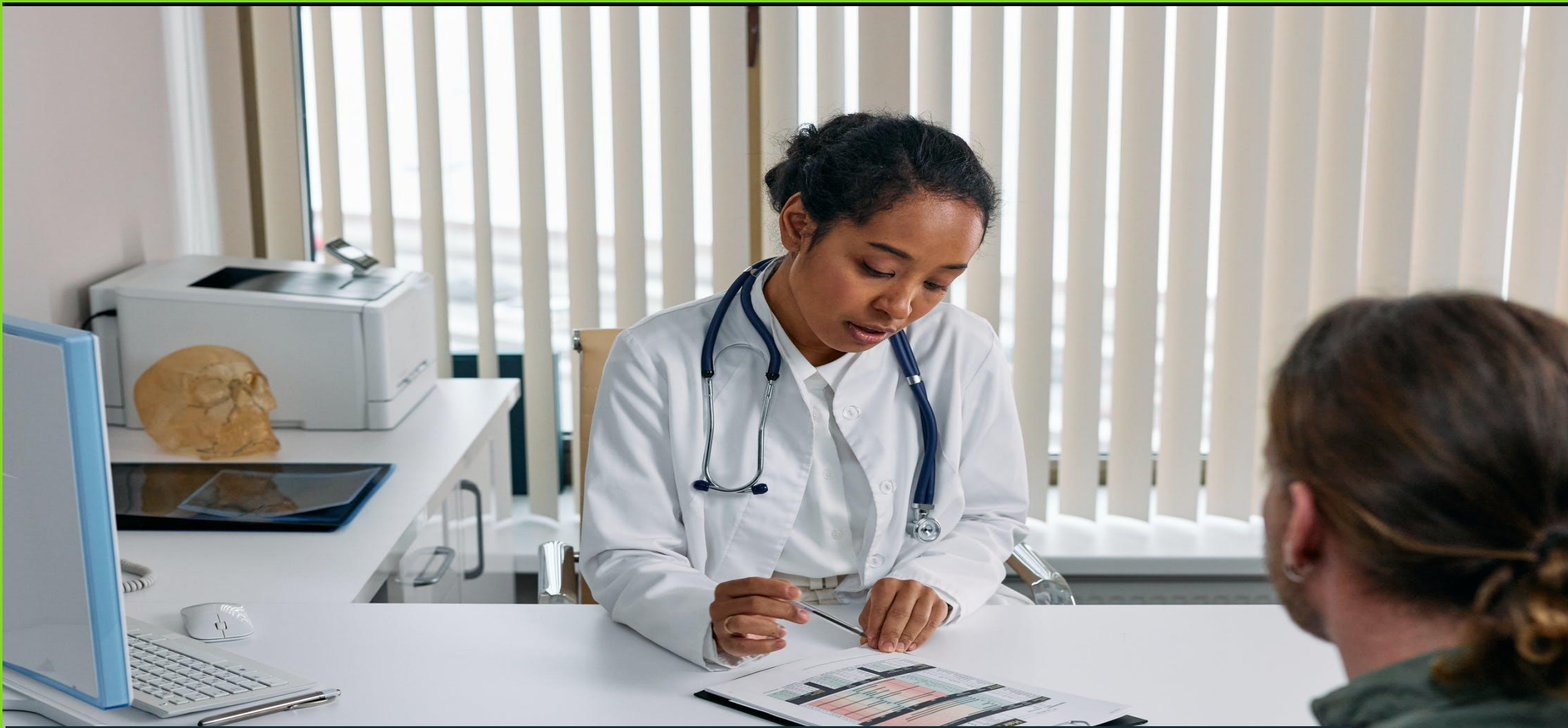
**ARE YOU
AVAILABLE?**

OR

**ARE YOU A
REWARD?**



**BE A REWARD TO
YOUR STAKEHOLDERS**



FIRST IMPRESSIONS CREATE PERCEIVED VALUE



FIRST IMPRESSIONS CREATE PERCEIVED VALUE

FAVORABLE IMPRESSION

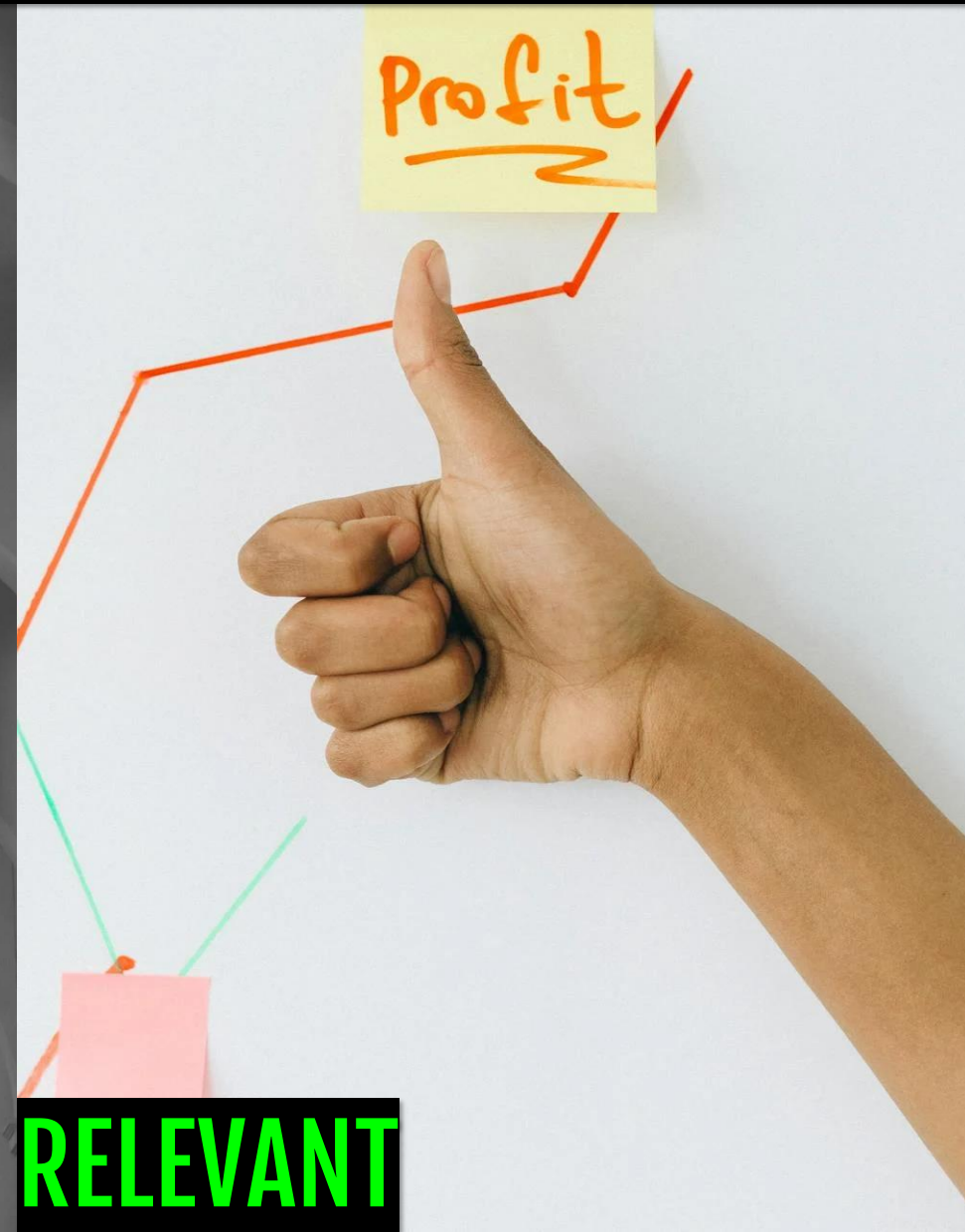


A UNIQUE WAY TO BE REMEMBERED

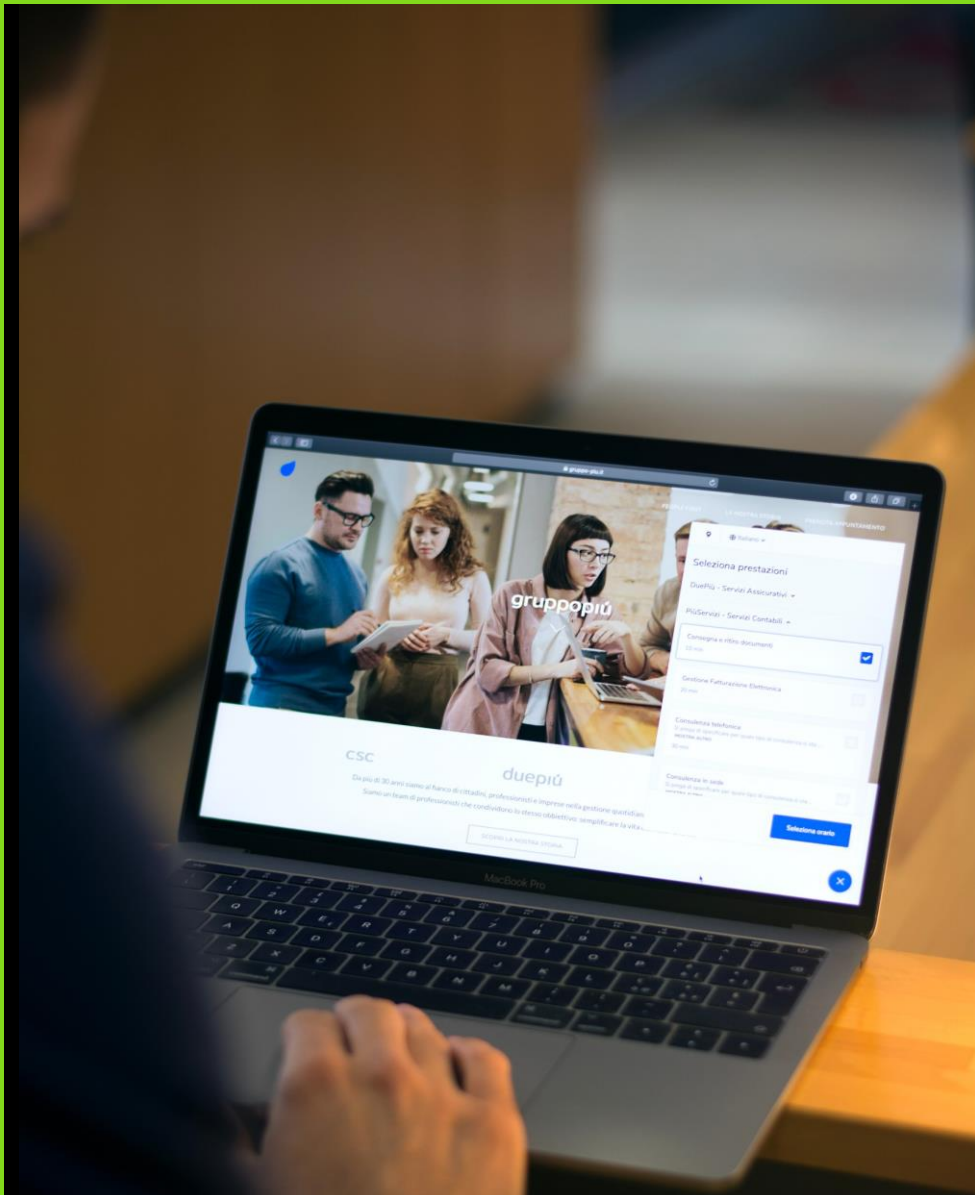
CONSISTENT



DELIVER A DESIRED SOLUTION



RELEVANT



- **VIDEO ON WEBSITES INCREASE SALES AND ENGAGEMENT**
- **ADDING A VIDEO TO A LANDING PAGE CAN BOOST CONVERSION RATES BY UP TO 80%**
- **WEBSITES FEATURING VIDEOS EXPERIENCE A 41% BOOST IN ORGANIC SEARCH TRAFFIC COMPARED TO THOSE WITHOUT VIDEO CONTENT**

WEBSITE — VIDEO — SEARCH ENGINE OPTIMIZATION



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Representatives for leading mechanical solutions, electronic components, interconnect, power, and human machine interface solutions manufacturers to the industrial, aerospace, military, medical and telecommunications markets.

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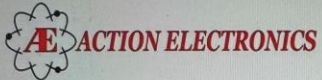
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We use the latest technologies to create amazing things.

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Compatible

Complete

Committed

CONTROL SALES

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ENGINEERING REPRESENTATIVES
SERVING THE MIDWEST

ELECTRONICS MANUFACTURERS' REPRESENTATIVES SUPPLYING
ELECTROMECHANICAL COMPONENTS FOR KEY INDUSTRIES

OUR PRODUCT LINE →

Control Sales: Your Resource for Design-In Solutions

1976

49

2025

Providing engineers
with design-in
solutions for



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LEADING —

TECHNOLOGIES

Working with OEM's on technical design and applications
with the products we represent and sourcing through
our channel partners.

View Technologies

FH

SALES

MTC GROUP

PRODUCT LINES

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SALES TEAM

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BEST IN CLASS TECHNOLOGY

RESPONSIVE CUSTOMER CARE

@kaplanmobray

Kaplanmobray.com

[K]APLAN MOBRAY



3 QUESTIONS FOR REPS

1. **HOW DO MOST PEOPLE FIND YOU AND YOUR REP FIRM TODAY?**
2. **WHAT IS THE MOST CONSISTENT ATTRIBUTE THAT YOU ARE KNOWN FOR ACROSS SOCIAL MEDIA MARKETING CHANNELS?**
3. **WHAT WOULD YOUR CUSTOMERS SAY IS YOUR FIRM'S BIGGEST STRENGTH?**



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The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a white background.

Google Search

I'm Feeling Lucky



ALWAYS **GOOGLE** YOUR NAME

google.com/maps/place/Visa+Insights+Immigration+Services+Inc./@43.7034154,-79.7871185,17z/data=!3m1!5s0x882b1432cd39b283:0xc3843915aaea2c73!4m7!3m6!1s0x88...

Open Education Bla... Jobs Humber sopa 2 day is it down or is it ju... YouTube Music The Best Law Schoo... What Are the Requi... Health & Nutrition J... Google Sheets blackboard NelsonBrain - Login...

All reviews

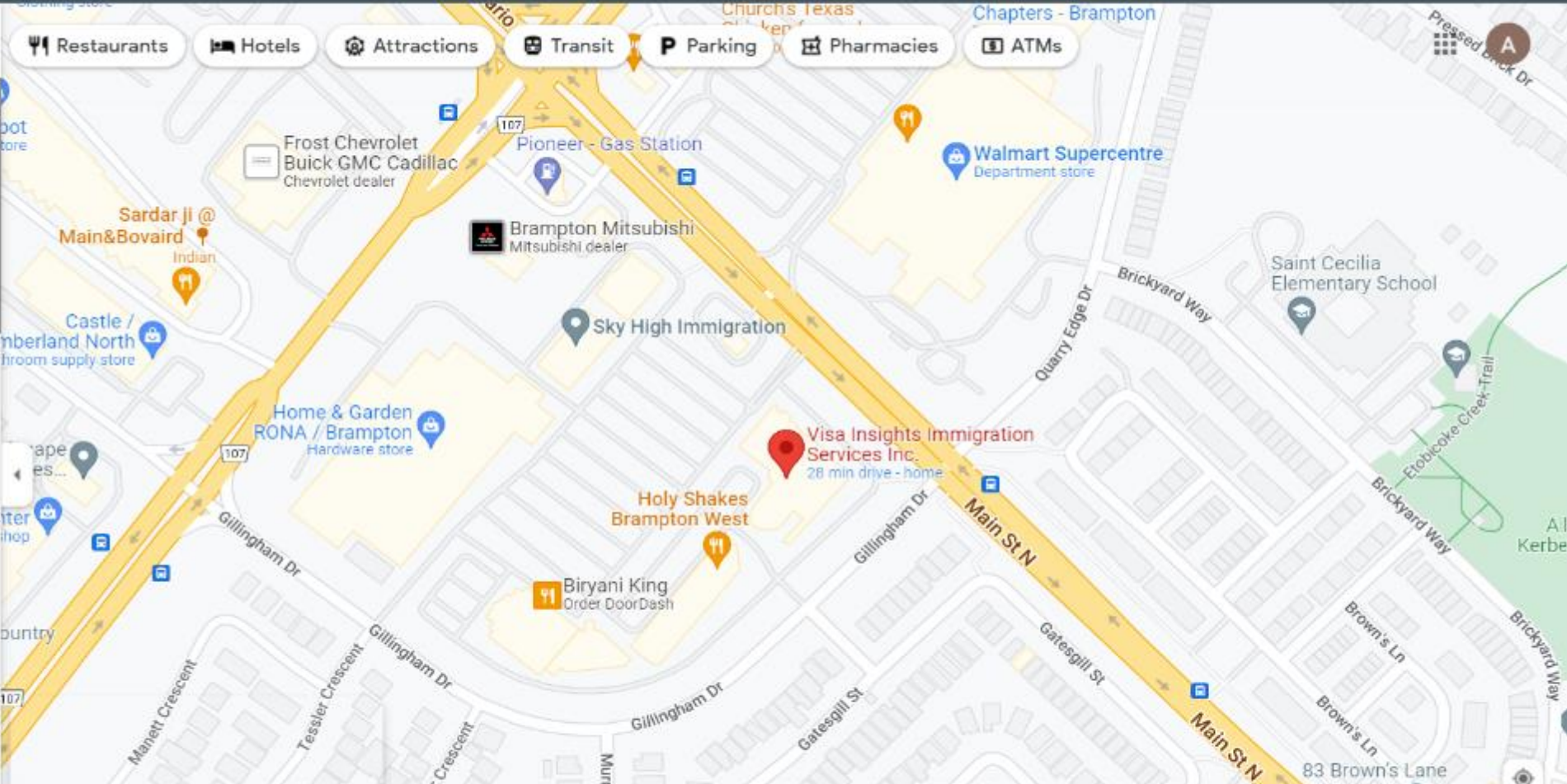
5.0
★★★★★
11 reviews

Amarjyot Khanna
★★★★★ 30 minutes ago NEW

I couldn't be happier with the consultation I received: highly informative, extremely helpful, polite and well informed. I highly recommend approaching them for an above and beyond experience and if you're looking for a trusted advisor.

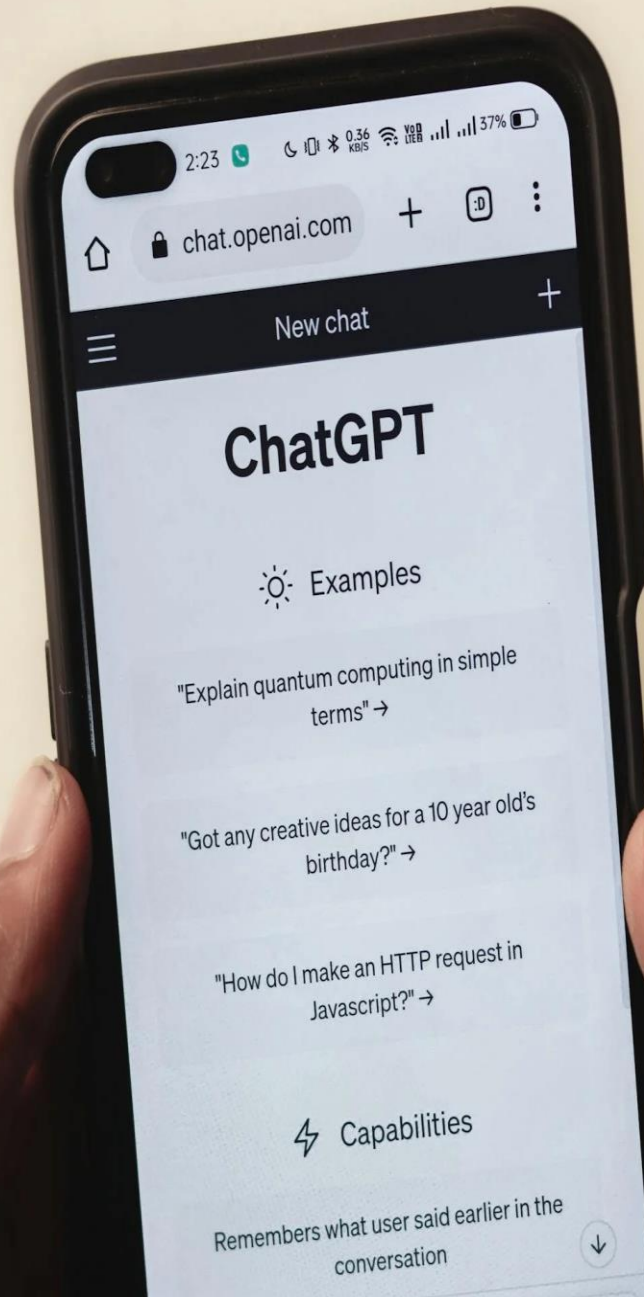
Like Share Edit your review

Sort



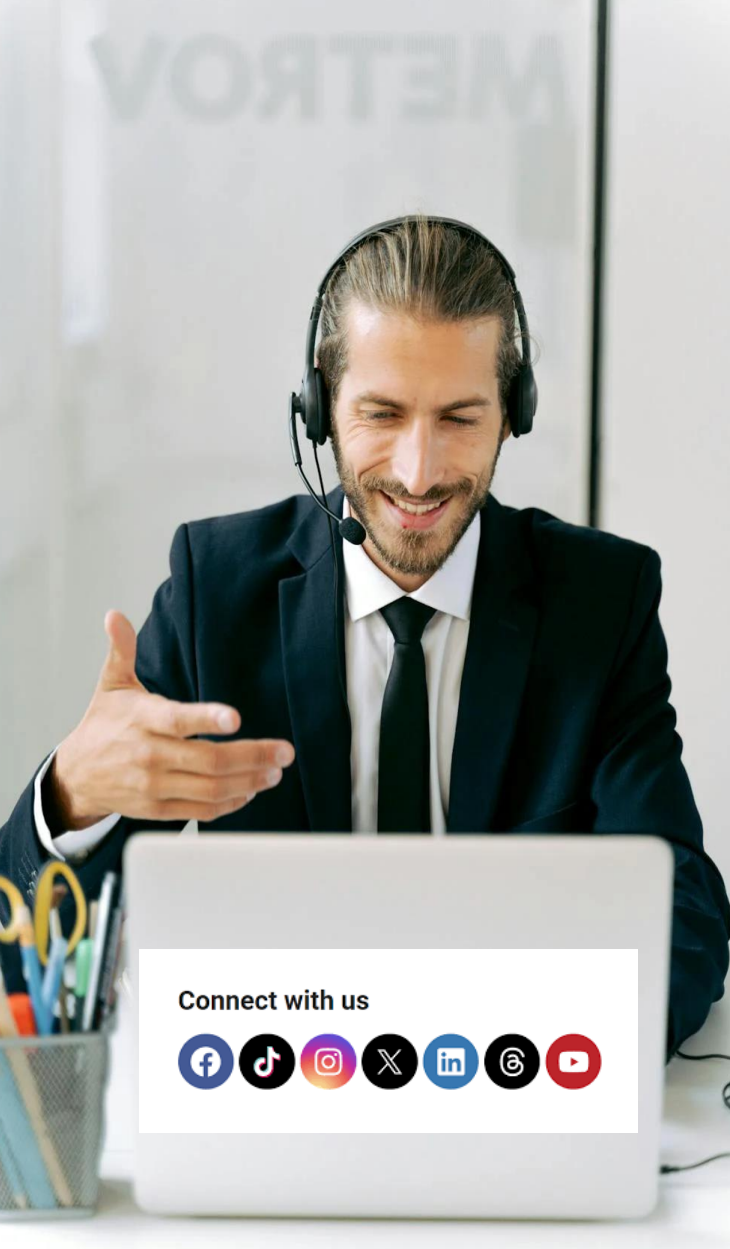
WRITE YOURSELF A **GOOGLE** REVIEW

PRACTICE ChatGPT PROMPTS



- **WHO ARE THE MOST REPUTABLE MANUFACTURING REPRESENTATIVE FIRMS FOR MICROCHIPS IN THE WEST REGION?**
- **WHAT ARE SOME OF THE BEST MARKETING CHANNELS TO SHOWCASE MY MANUFACTURING REP FIRM'S CREDIBILITY OVER MY COMPETITORS?**
- **WHAT ARE THE TOP 5 CONCERNS FOR ELECTRONICS INDUSTRY ENGINEERS TODAY WHEN SOURCING PARTS?**

PEOPLE MEET YOU BEFORE THEY MEET YOU



SALES IMPROVEMENT: OVER 70% OF B2B MARKETERS REPORTED IMPROVED SALES AFTER UTILIZING SOCIAL MEDIA IN THE PAST YEAR.

LEAD GENERATION: LINKEDIN HAS PROVEN TO BE A VALUABLE PLATFORM, WITH 4 IN 5 B2B LEADS COMING FROM THE SITE.

CONTENT DISTRIBUTION: 90% OF B2B MARKETERS HAVE USED SOCIAL MEDIA PLATFORMS TO DISTRIBUTE CONTENT, MAKING IT THE MOST POPULAR CHANNEL FOR CONTENT DISSEMINATION.

B2B SOCIAL MEDIA MARKETING AND LINKEDIN



2-4 POSTS PER WEEK

INDUSTRY EXPERTISE

**LINE CARD PARTNERS
PRODUCTS SOLUTIONS**

**CASE STUDIES
TESTIMONIALS**

**REP FIRM SUCCESS STORIES
TEAM MEMBERS**

**STRATEGIC
PARTNERSHIPS**

Post
Mention
Search
Share
Comment
Like
Recommend



ENGAGEMENT-CAPABILITY-CONNECTION-SALES



SUBSCRIBE TO MY
YouTube
CHANNEL

@your channel name

WEBSITE — **VIDEO** — SEARCH ENGINE OPTIMIZATION

Talk With **THOUGHT LEADERS**

EP-11



81% OF MARKETERS REPORT
THAT **VIDEO DIRECTLY
INCREASED SALES**

93% OF MARKETERS REPORT
THAT **VIDEO HELPED THEM
ACQUIRE NEW CUSTOMERS**





WATCH OR BE WATCHED

POWER

Acumentrics
TRUSTED POWER INNOVATIONS®
POWER BACKUP & DISTRIBUTION: Rugged UPS | Power Distribution Units | Power Conditions & Inverters | XRRP Batteries

Fuji Electric
SEMICONDUCTORS: IGBT | SiC Devices | Control IC | Power MOSFETs | Rectifier Diodes | Pressure Sensors

LEM
Life Energy Motion
TRANSDUCERS: Current Transducers | Voltage Transducers | Integrated Current Sensors | Multifunction Transducers | Energy Meters

LODESTONE PACIFIC
MAGNETICS: Toroid Mounts & Headers | Bobbins & Coil Forms | Magnetic Core Materials | Transformer Tape | Shielded Coil Forms

METHODE POWER SOLUTIONS
POWER DISTRIBUTION: Bus Bars | Flexible Power Cable | Connectors & Contacts | Thermal Management | Sub-assemblies

SURGE
CAPACITORS: Ceramics | Electrolytics | Film | Super Capacitors
DISCRETE SEMICONDUCTORS: Rectifier | Diodes | ESD | TVS

Tt Electronics
POWER SUPPLIES: Industrial | Medical
RESISTORS: Industrial | Military & Space

Y. S. TECH
COOLING PRODUCTS: AC Fans | DC Fans | Cross Flow Fans | Fan Guards | Blowers | Heat Sinks | Power Cords | Castings

zeus Battery Products
BATTERIES: Alkaline | Lithium Manganese | Lithium Thionyl | Lithium Iron | Lithium Polymer | Nickel Cadmium | Nickel Hydride | Silver Oxide | Custom Battery Packs | Battery Chargers

USER INTERFACE

ADAME TECH
CONNECTORS: Board-to-Board | EV Charger | FAKRA | Fiber Optic | HDMI | Modular Plugs | USB4 | Power Line Filters | RJ45 Modular | Spring Loaded & Magnetic | Transceivers | Waterproof | Antennas | AC-DC Converters | DC-DC Converters | Custom Cable Assemblies

ANDERSON POWER
POWER CONNECTORS: Wire-to-Wire | Wire-to-Busbar | Wire-to-Board | Board-to-Board | Busbar-to-Busbar | Wire-to-Panel | Panel-to-Panel

E-SWITCH
SWITCHES: Anti-vandal | Capacitive | Detector | Dip | Keylock | Navigation | Pushbutton | Rocker | Rotary | Slide | Snap Action | Tact | Tilt | Toggle | Trigger

MegaPhase
Our Customers Connect With Us®
RF CONNECTORS & CABLES: Test & Measurement Cables | Connectors | RF Components | RF & Microwave Cables | Adapters & Accessories

PRINTEC
INTERFACE: Flexible PCB's | Rubber Keypads | Membrane Switches | Capacitive Technology | Touch Screen Technology

Tt Electronics
BI TECH: Potentiometers | Encoders | Trimmers | Steering Sensors
OPTEK: Hall Effect Sensors | Fiber Optic Sensors | IR Sensors | Fluid Sensors | Optoisolators | Transistors | Visible LEDs

EMI & RFI SHIELDING

SPIRA
EMI GASKETS: Groove Mounted | Surface Mounted | Honeycomb Filters

XGR TECHNOLOGIES
PCB SHIELDS: Snapshot | Surface Mount | Snap-on | Lightweight Board Level | Custom Board Level | Solder Spheres

YOUR WEBSITE AND YOUR LINE CARD
SHOULD REPRESENT THE QUALITY OF
YOUR REPS, FIRM AND PARTNERS

WHAT DIFFERENTIATES YOUR REP FIRM
FROM YOUR COMPETITION

- SHOWCASE YOUR LINE CARD
- DEMONSTRATE YOUR REP'S EXPERTISE AND SOLUTIONS
- BUILD RELATIONSHIPS





**ARE YOU
AVAILABLE?**

OR

**ARE YOU A
REWARD?**





SUPER HERO

WHAT'S YOUR SUPER POWER?



BE OR CREATE A
“LUMINARY”
FOR YOUR REP FIRM

THOUGHT LEADERSHIP — CONTENT MARKETING

Captain Obvious



WHO IS YOUR
CAPTAIN OBVIOUS?

THOUGHT LEADERSHIP — CONTENT MARKETING



brc



THOUGHT LEADERSHIP — CONTENT MARKETING



65% OF BUYERS SAY **THOUGHT LEADERSHIP SIGNIFICANTLY CHANGED THE PERCEPTION** OF A COMPANY MAKING THEM MORE LIKELY TO DO BUSINESS WITH THEM.

60% OF DECISION MAKERS SAY **THOUGHT LEADERSHIP CONVINCED THEM TO BUY A PRODUCT OR SERVICE THEY WEREN'T PREVIOUSLY CONSIDERING**

THOUGHT LEADERSHIP — CONTENT MARKETING



DO YOUR EMAILS
BRING DELIGHT TO
YOUR CUSTOMERS?

EMAIL MARKETING AI AUTOMATION PERSONALIZATION



REVENUE INCREASE: MARKETERS
UTLIZING AI FOR **EMAIL PERSONALIZATION**
HAVE EXPERIENCED A 41% INCREASE IN
REVENUE

CUSTOMER RETENTION: USING AI IN
EMAIL MARKETING CAN IMPROVE
CUSTOMER RETENTION RATES BY 55%
HIGHLIGHTING ITS EFFECTIVENESS IN
FOSTERING CUSTOMER LOYALTY

EMAIL MARKETING AI AUTOMATION PERSONALIZATION







WAVE OF EXCELLENCE

WETVS.



- **WEBSITE** OPTIMIZATION, SOCIAL MEDIA MARKETING AND LINKEDIN
- **EMAIL** MARKETING, CRM AND AUTOMATION
- **THOUGHT LEADERSHIP** AND CONTENT MARKETING
- **VIDEO MARKETING** AND PERSONALIZED VIDEO OUTREACH
- **SOCIAL MEDIA B2B MARKETING** AND SALES FUNNEL OPTIMIZATION

“HIGH FIVE” — MARKETING STRATEGIES



brc



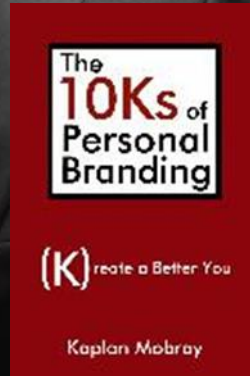
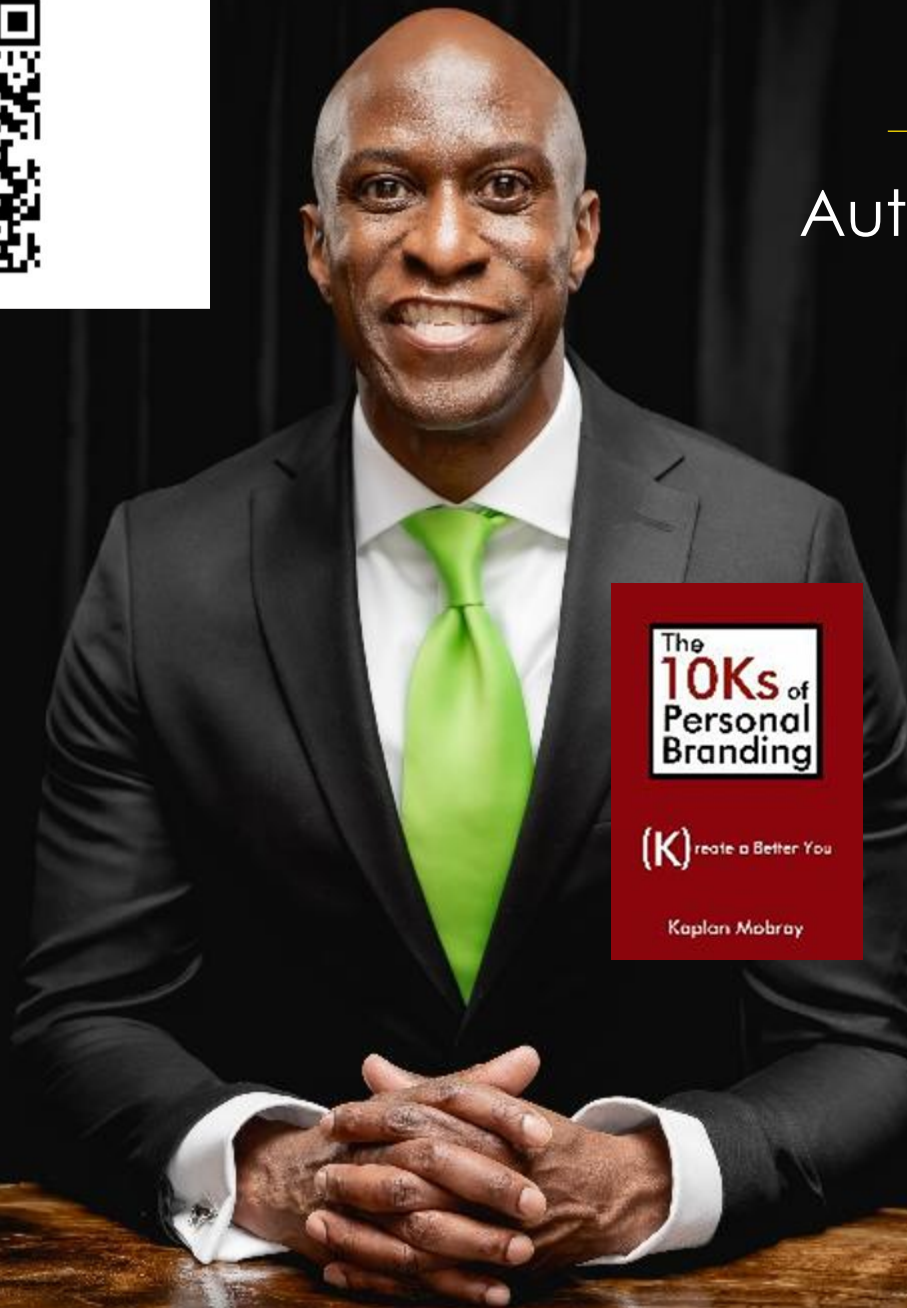
BE THE FIRM THAT STANDS OUT





AWARD-WINNING

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