

## Alpin Sales Inc. Business Concept

Alpin Sales is a Sales and Service Company serving the specialty outdoor, sporting goods, footwear, and ecommerce industry. Our team works together in symbiosis, with a solution-based attitude, to accomplish our goals while continuing to grow and learn from each other. The Alpin Sales team focuses on not only exceptional sales and service, but puts equal effort into digital asset organization and management, data analytics and strategy, distribution management, retailer health, maximizing team resources and talent, providing training and product knowledge, and by achieving brand goals. We strive to only represent premium brands that we believe in and personally use.

Since 1994, the Alpin team has thrived in the outdoor industry building lasting relationships, elevating the brands we represent, and providing next level service. Relationships are the backbone of our business and we manage our accounts accordingly. The team have the knowledge and familiarity within our regions to effectively manage distribution and adapt with the market as it is changing.

We are constantly evolving our business to be relevant and effective in the changing business landscape. We strive to incorporate new tools and programs, improve training and education, provide best in class presentation materials and spaces, and interact with our customers, accounts, retailers and business partners in innovative ways. We aim to approach business both using historical techniques and new, out of the box solutions.

### Mission, Vision and Values

**MISSION**

Building Relationships – Elevating Brands – Unmatched Service

Our guiding principles of integrity, innovation, and passion drive our team to elevate our relationships, brands and service through hard work based in truth and respect.

**VISION**

Alpin Sales strives to be a key contributor to the success of our vendor and retail partners by using a team-based sales management strategy focusing on innovation, integrity and passion. By building successful businesses we will help customers obtain the products that allow them to find their own passion in the outdoors.

**PRIORITIES OF FOCUS AND VALUES**

Efficient and responsive communication

Making decisions that positively affect the environment and people around us

Measuring and evaluating all financial decisions

Innovative, motivated, self-accountable work ethic

Treating others with respect, compassion and a general family atmosphere

### Our Plan

**WHAT WE DO and HOW WE DO IT**

By using a combination of technology, tools, relationships, and a team-based approach we aim to provide the most personalized and consistent service in the industry. We have over 25 years of sales experience in the Rockies and combined countless hours in the backcountry in a variety of sports including biking, hiking, climbing, skiing, snowshoeing, running, paddling, fishing and mountaineering. Our team is a close-knit group of friends that communicate effectively and often to create the most consistent experience for our customers and vendors.

In our 25 years as a sales agency, we have grown business with key retailers and specialty retailers despite a challenging market. Over the years, we have represented many brands, therefore our product knowledge is vast. We have strong relationships with our retailers, giving them trust and confidence that we bring them quality gear from trusted brands, as well as help introduce them to up and coming product to help move their business forward.

Our philosophy revolves around being communicative, honest, responsive and respectful. Our passion is to improve the world around us by making responsible decisions and treating others with compassion while enjoying the activities that the outdoor industry provides.

* Sales and Service
  + Best in class showroom and presentation space
  + Evolving prestation skills both in person and digitally
  + In season education through clinics and training
* Digital Asset Organization and Management
  + Utilize provided assets by brands for easier access for retailers via Alpin website
  + Develop in house videos, tech materials, and sell in assets to improve ease of doing business
  + Safe and secure access for retailers to access all information needed to be successful
* Data Analytics and Strategy
  + Developed key account data analytics and review process
  + Understanding each retailer needs and performance for improved sales
  + Transparency to brand on retailer performance
  + Regular review of market and industry trends
  + Use of reporting tools to effectively manage brands, retailers, products and team members
* Distribution Management
  + Identifying appropriate distribution channels for each brand
  + Carefully considering the market impact
  + Understand the market to adapt and modify distribution as the markets evolve
* Retailer Health
  + Assuring the right product at the right time to the right customers
  + Anticipating our retailers needs before they need them
  + Responsive partnerships with our retailers
  + Channel communication from brand to retailer
* Maximize Team Resources
  + By inventorying the team’s talents and passions, we identify each person’s strength to the team
  + Breaking territory into smaller, more personalized regions to build the best relationships possible
  + Full team communication for consistency and efficiency as an agency
  + Group discussions and brainstorms to keep improving our impact
  + Mentoring and training within the group for growth
* Training and Product Knowledge
  + Custom training program created for each season
  + Progressive distribution techniques to get as much information possible out to retailers
  + Team development opportunities to learn about technology and product
* Achieving Brand Goals
  + Work together with our brands to achieve the mission and goals for our territory
  + Detailed order and retailer tracking systems
  + Season sell-in plans created for each season, brand and retailer
  + Aligning with the marketing message of brand to bring the excitement to the retailer
* Reputation, Honesty, Integrity, Family
  + Our team is a family, we treat each other as such, along with all that we work with
  + We make all decisions based on honesty and integrity

### The Territory Break Down

**THE SALES and SERVICE TEAM**

**Colorado, Utah, Wyoming, New Mexico**

**Mark Vaughn** *President and Partner, Business Development and Strategy Director, Agency Architect*

Territory: The Colorado Front Range including Denver metro, Fort Collins, Winter Park, Vail, Aspen and Key Accounts in Colorado

**Meg Fogg** *VP and Partner, Key Accounts Manager, Analytics Expert, Personnel Manager*

Territory: Internet specialist and key account manager in Utah

**James Hicks** *Special Projects, Digital Asset Manager, Sales and Service Asset Manager, Mentor and Trainer*

Territory: Utah’s Wasatch Front, Jackson Wyoming, New Mexico, Southern Utah

**Layne Nielson** *Specialty Account Representative*

Territory: Colorado, Eastern Wyoming

### Brands are our Backbone

**WE BELIEVE in the BEST BRANDS in the INDUSTRY**

Alpin Sales has represented some of the best brands in the industry, grown many of them to be significant strongholds and recognized brands in the Outdoors. We proudly represent the following brands in our territory.

**MARMOT | ExOFFICIO | MYSTERY RANCH | MOUNTAIN KHAKIS | TUBBS SNOWSHOES | ATLAS SNOWSHOES |** **SAOLA**

*“Alpin Sales team has consistently performed as one of our top agencies.  The team represents our brands with enthusiasm and knowledge, they develop long-term relationships with our key partners and have the capabilities to manage various channels of retail.  Alpin’s approach is creative, consistent and driven to provide best in class service and support to grow the brands they represent.”*

*– Abbie Honaker, Fr. Sales Manager for Marmot*