

+ Positive

office group

Positive outlook



Delivering office
productivity
solutions in a
personalised and
eco-friendly way

2007

www.positiveofficegroup.com

the personal approach to office supplies

Not all dealer groups are the same. Not all dealer groups think out of the box to deliver you groundbreaking marketing – marketing that creates a REAL differential, sets you apart from the crowd and drives sales growth.

Positive Office Productivity

Delivering office productivity solutions in a personalised and eco-friendly way

Positive vision....

Welcome to Positive Office. We are a premier group of progressive dealers who focus on:

- + Differential marketing programmes
- + Office productivity delivered in a personalised way
- + Minimising stock
- + Maximising net profitability

As a dealer you are already successful and our aim is to help you grow stronger and faster - to help you stand head and shoulders above the crowd. Positive is the marketing drive behind your business.



The Positive Approach...

Positive differentials, a positive approach and positive benefits for you and your customers are at the heart of the Positive approach. Anyone can sell at a low price - and if that's all it was about then the biggest would win in every market. But they don't - why? Because it's about getting closer to your customers, anticipating their

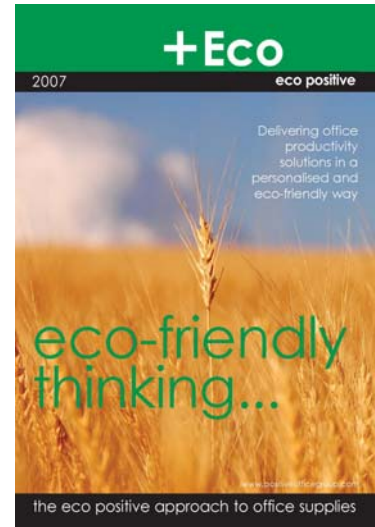
needs, satisfying their wants and above all being seen as a positive contributor to their business.

- + Superb marketing - on and offline
- + Office productivity drive
- + Personalised marketing – to users
- + Magalogue – comprehensive choice of office productivity solutions
- + RAPPORT Customer Relationship Management
- + SYNOPSIS personalised single source
- + Eco-positive business practices and partners
- + Eco-productivity drive – cut costs, cut carbon
- + Marketing to women - our speciality

Eco Positive...

Climate Change was seen as dull and marginal...now it's cool and core to our lives.

It's no longer enough to pay lip service to the environmental responsibilities of business. If you're serious about your future, you need to become eco-positive. At Positive the eco message is at the heart of everything we do - and the positive effects on your business will be amazing.



- + Working In association with Carbon Neutral
- + Eco-Expo's organised for your customers to view latest eco-productivity ideas and green products
- + Eco-positive own brand range/promotion
- + Promoting CSR/Carbon positive with members/vendors

Win New Business...

Best companies agree that the best source of new business is increasing your share of potential spend with existing customers. Our unique programmes enable you to analyse and understand the potential spend of your customers, establish your share of that spend and then intelligently sell the benefits of your customers single sourcing with you.

RAPPORT

- + Customer Relationship Management System
- + Maximising Retention
- + Existing and New customers
- + Share of customer potential spend
- + GAP analysis...emarketing relevant gaps



SYNOPSIS

- + Personalised single source management system
- + Facilities Audits
- + Eco-productivity plan
- + Survey and Savings Plan
- + Half yearly customer reviews to track and report v Plans

Magalog...

Most catalogues look like boring product lists with lifeless pictures making selection a chore. Catalogues lack personality, human interest and impact...they don't entice, engage or entertain users. There is little incentive to buy.

The Positive approach results in higher average order values because it captures and retains interest - it becomes a pleasure to pick up and a delight to use.

- + 10,000 sku's 600pp
- + All wholesale backed
- + Personalised intros - 12pp
- + Focus: Office Productivity solutions /High Performance workplaces
- + High in soulful workplace ideas
- + Personality and lifestyle
- + BASICS (Benefits, Applications, Solutions, Inspiring Confident Selection) principle
- + RSP and Net Priced
- + AOV £150 (Industry average £80)



e-marketing...

Making your online activity successful is about doing the right things well - and then doing them day after day. Too many online initiatives look the same, start with enthusiasm then get outdated and overlooked. Keep the fires burning bright - get personal, drive deeper, target, analyse and deliver what your customers want.

- + **Consumer style 24/7 webstores**
- + **E-marketing suite**
- + Email
- + E-profiling 'personas'...tracking preferences
- + E-polling...interactive user feedback
- + E-CRM...personalised communications/relevant offers



Positive Team...

Time to meet the team - and it's a team with an unrivalled record of success in the market. Strong, experienced, innovative and connected, the Positive team will add value to your business. It's a team full of energy, enthusiasm and commitment to building dealer success - positive energy.



Peter Frost - Chief Executive Officer,
(Founder of Basicnet and OfficeSmart
and ex head of Spicers)

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James Wilson - Chief Operating Officer
(Founder of Officepoint, OfficeStar and
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Positive advantages - 8 for '08 and beyond...

With so much me-too marketing, it's time for real differential marketing that makes a Positive impact in your business and on your bottom line.

- + Office productivity growth focus
- + Personalised emarketing to users
- + Exclusive OEM support/promotions...more sales
- + Magalogue...higher order values
- + 24/7 open web-stores...more sales, higher order values
- + SYNOPSIS - one source wonderful...new customers
- + Eco-positive programmes...cut costs, cut carbon emissions
- + RAPPORT - CRM systems...higher customer retention and account values.

Join us...

Join us and you'll be joining an exciting group of progressive dealers who are determined to be at the top of our industry.

You'll get access to some of the most exciting and progressive thinking in the market – and access to tools and support that will help you succeed.

How many groups tell you that if you double sales you can quadruple the value of your business – and give you a plan to do it?

Fees are modest - £1000 a year if you turn £2 million or less and £2000 a year if your turnover is greater than £2 million.

Call us today and we'll get you started on a Positive programme for a Positive future!

