



the **LINK**  
COMPANIES





# WHO ARE WE?

**The “Infinity Ribbon” represents:**

- 3 Segments of our industry:  
VENDOR/RETAILER/SALES AGENCY
- Infinite possibilities
- Gift Ribbon



# Our Agencies



- Traditional Sales Agency
- 8 S.E. States
- 22 Sales People
- Est. 1985



- Traditional Sales Agency
- 8 S.E. States
- 26 Sales People
- Est. 2002



- Traditional Sales Agency
- 2 Regions
  - NY - NJ
  - Mid-Atlantic
- 13 Sales People
- Est. 1983



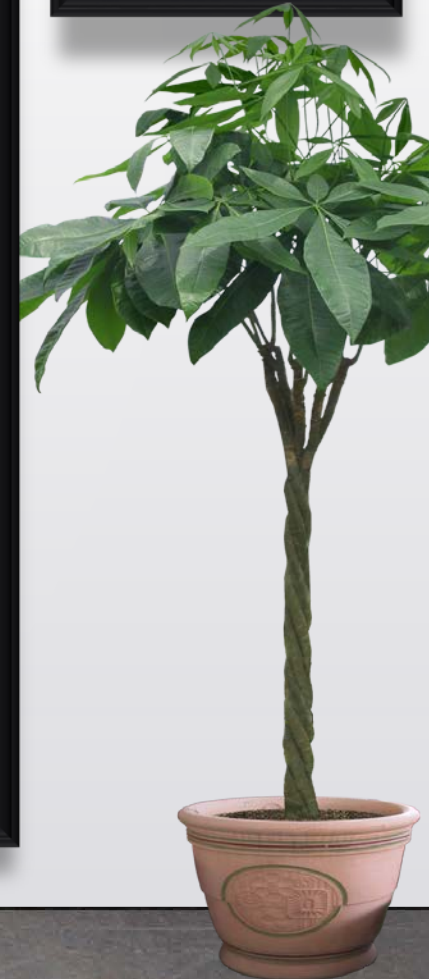
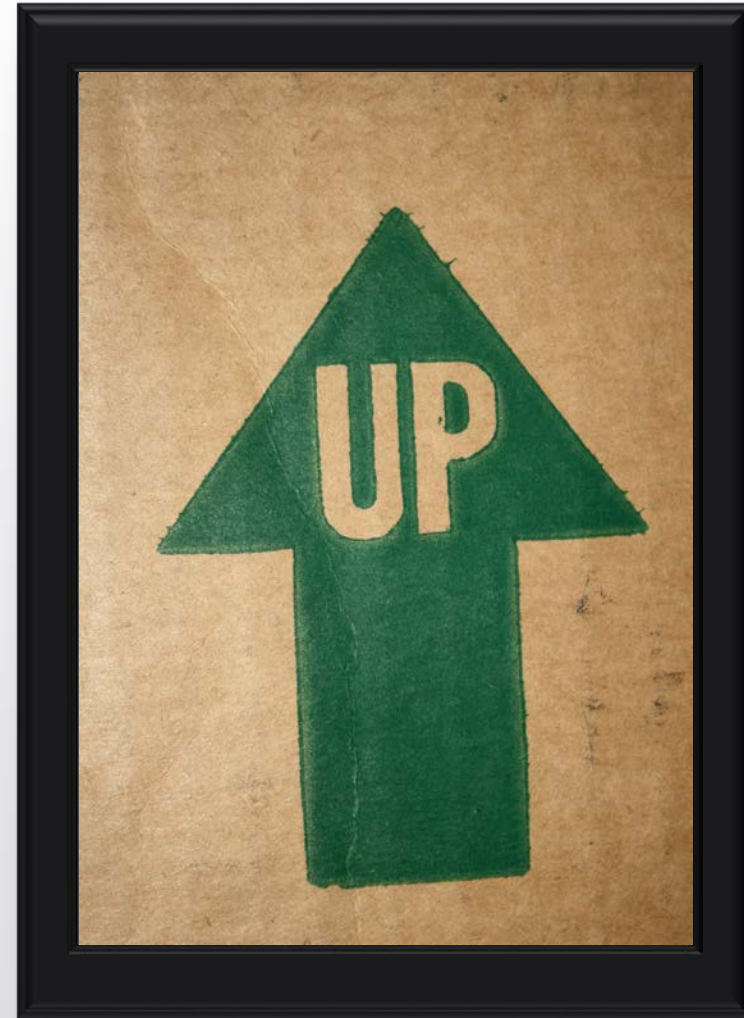
- Traditional Showroom
- Apparel Mart
- Sales Staff
- Est. 1975



# We Are Growing

Through strategic partnerships and increased hiring, we have added:

New England & Ohio in 2018.





# Key Sales

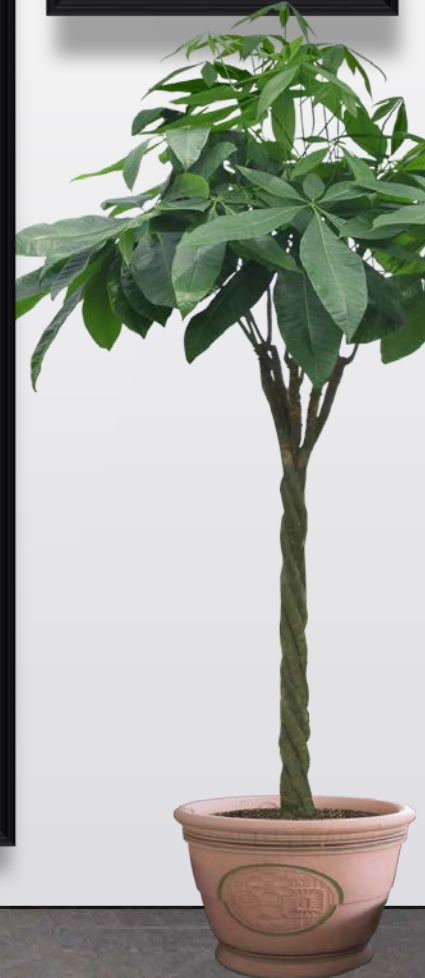
National retailers are different

You need a specialized sales force

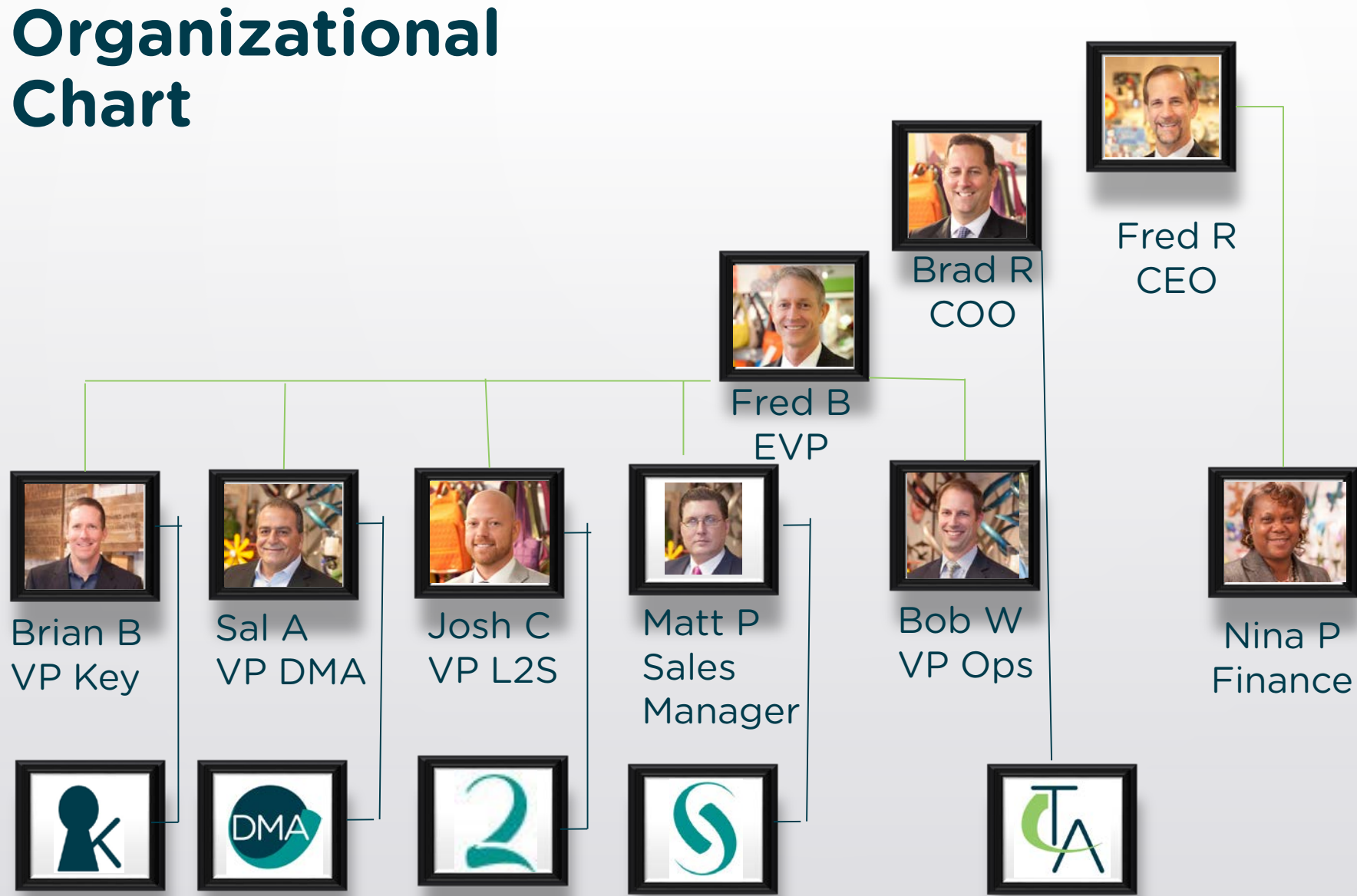
At a certain size, the effort has to be aligned

5 Sales people

~60 Major retailers



# Organizational Chart





**WHAT ARE WE?  
PROFESSIONAL!**





# HOW ARE WE PROFESSIONAL?







# HOW?



## Our Teams

- Primary Income Earners
- Continuous Improvement
- W2 Employees
- Performance Based Incentives
- Health Insurance
- 401K with Co. Matching

## We're S.M.A.R.T.

- Specific
- Measurable
- Action oriented
- Relational
- Trustworthy



# HOW?

## Comprehensive Market Penetration

- Targeted High Value Networks (HVN)
- Competitive Market Area Analysis (CMA)
- Structured Call Cycles

## Position of Strength

- 1 large vendor, the retailer is doing the sales person a favor
- 5 vendors the salesperson becomes a valuable resource





**WHY ARE WE  
PROFESSIONAL?**

**WE MANAGE TO IT!!**





# THE LINK CHARITIES

*Every Order.  
Every Time.*

Each year, The Link Companies donates a portion of every order we receive — throughout the entire year — to two outstanding charities. It's a true blessing to work with these organizations, and it's our hope that we can bring awareness to their incredible work with children, women and families.

— *The Link Family*

