

MAPPING SALES PROCESS

Step-by-step sales procedure for Pay and Go



SHORT TERM

- Direct Sales(100%) --> First few small grocery stores around Columbia University
- This would continue until Word of Mouth becomes significant and product is matured and proven. Then as move from demand creation to demand fulfillment . . .

MEDIUM TERM



- Direct Sales(40%) --> Large chained retailers
 - Trade Shows(30%) --> Medium sized retailers
 - VARS(30%) --> Small sized retailers
- Until product becomes the standard and the product line expands & new markets are tested



LONG TERM

- Direct Sales(20%) --> Top 25 retailers/chains
- VARS (30%) --> Large sized retailers in non - core industries
- Telemarketing(50%) --> All other retailers in core industries