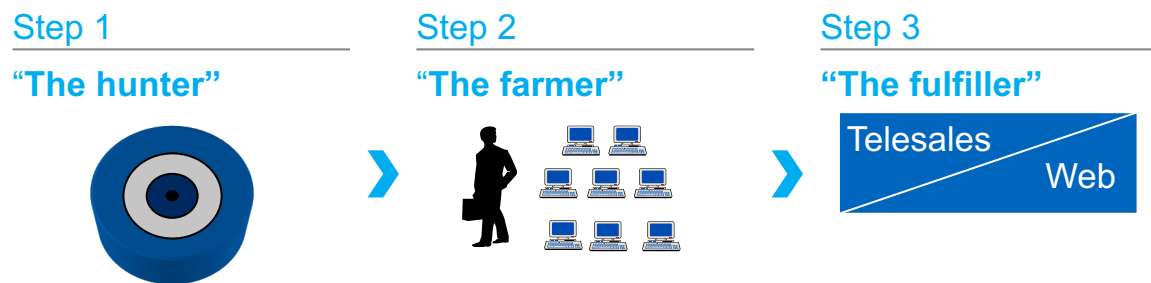


Asia-Pacific Company's hunter and farmer model makes the client acquisition and retention journey, a smooth one



Role

- Introduce new customer to Client and its products
- Network throughout an organization to understand needs and develop solution
- Provide information; track orders; register problems; contact outsourced service

Skills

- Can "close" a cold call – capable of working with extremely senior executives
- Organized; capable of generating, forecasting, and monitoring orders
- Always available; understands how Client support can solve customer needs

Compensation

- Significant compensation for "landing" new account
- Paid against growth within accounts
- Paid against growth within accounts

Example

- Targets Ace Hardware and develops into new account
- Assigned to grow Client's business at Ace Hardware
- Manages day-to-day contact with Ace account; alerts field rep to new activities



- Client's sales structure steers customers to the right channel
- Each rep is compensated for common accounts
- Results in increased compensation for all reps