

nexus

MANUFACTURERS REPRESENTATIVES

"Connecting Partnerships"

CONSULTING
2024



NEXUS CORPORATE HEADQUARTERS

7042 Commerce Circle, Suite B Pleasanton, CA 94588 | T 800.482.6088 | F 510.567.1005

www.nexus-now.com

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NEXUS CONSULTING INTRODUCTION

Nexus offers a consulting service to manufacturers who feel their product line might need rebalancing or who might be in need of a new catalog or website and or perhaps help with their social media platforms. This is a service performed by a separate division within Nexus designed to aid select manufacturers who might not be sure how to do it themselves or who might need special marketing functions for specific product requirements. Nexus proudly offers the following consulting services:

- Product Line Analysis and Consultation
- Branding, Logos and Mission Statements
- Catalog and Brochure Creation
- Website Design & Hosting Partners
- Social Media Services & Hosting Partners
- Market Intelligence Data Collection

If you are in need of these services then feel free to reach out to us for an overview as to how we might be able to help you accelerate your brand, image and product offering in the marketplace. We will send you a consulting proposal with a specific plan along with a timetable for implementation.



COMPANY PROFILE "Connecting Partnerships"

Nexus started out in 1990, as Sales West Partners, based out of Northern California as a small family owned Manufacturer's Representative Agency. Today we are proud to say that we have grown and expanded into the 11 Western states. We specialize in promoting and marketing foodservice disposables, janitorial products, food, and industrial chemicals along with a variety of equipment into the distribution community. We have found that in order to be successful we have to be actively engaged with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year

after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result Nexus provides our customers with a variety of sales tools and services that have proven over the past 28 years to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs.

In this company profile you will find out more about who we are, what we do, what we sell, how we do it, where we are, the market segments we target, our support structure with our distributor and operator partners, our food specialists, our data collection and e-commerce capabilities, our green products, our merchandising services, our ability to source products from anywhere in the world as well as our highly skilled inside sales administrators and customer service teams. It's a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

"Since 1990, when the company was founded, by Bob Weggenman and Patrick Nunan, the goal has always been the same which is to represent the very best manufacturers in the marketplace and provide our customers with thorough product knowledge so that they can make the best decisions for their businesses. In today's modern business world Nexus has taken that same philosophy to another level through state of the art digital marketing strategies, and expanded sales support, among a vast array of distributor partners and operator segments that continue to allow us to grow our sales year over year for our manufacturer clients."

Chris Matson, President, Nexus

WHERE WE ARE

- ★ **Headquarters & Sales Office**
San Leandro, California
- **Regional Sales Office**
Irvine, California
- **Regional Sales Office**
Tukwila, Washington (Seattle)
- **Sales Region Oregon**
- **Sales Region Idaho**
- **Sales Region Montana**
- **Sales Region Utah**
- **Sales Region Wyoming**
- **Sales Region Colorado**
- **Sales Region Nevada**
- **Sales Region Alaska**
- **Sales Region Hawaii**
- **Sales Region Arizona**
- **Sales Region Vancouver (Canada)**
- **Sales Region New Mexico**





PRODUCT LINE CONSULTATION

Manufacturers sometimes need help rationalizing their product lines due to the ever-changing trends in the marketplace. In addition, new manufacturers, who might be developing a new line of products, may need some advice or guidance on which style of products, or perhaps it's color or shape and or maybe even choosing the right pack size. Moreover, in some cases a manufacturer might even need to be advised that the product line that they want to role out, might be the wrong due to a competitive marketplace or perhaps new city, county or even state ordinances or regulations that may restrict it's use. Nexus offers guidance on rolling out new product lines through our consulting services. Although our primary role in the marketplace for a manufacturer is to market and sell their product lines we have been consistently hired by many manufacturers to consult for them about their products. We offer the following services on product line consultation:

- Recommendations on new product categories should be added to complete the manufacturer's offering and round out the line to be competitive.
 - Advice and recommendations on which products should be changed to adhere to new city, county and state laws that may have ordinances against select products.
 - Market data reports on the new trends in select regional markets that help the manufacturer identify with how their line may need to be refreshed to remain competitive.
 - In some cases Nexus has even recommended to a manufacturer to discontinue an entire product category due to new municipal government laws and ordinances that prohibit the use of select products because of their material compounds or their environmental impact due to their inability to be recycled and or composted. The ultimate goal during a product line consultation is to help the manufacturer understand where the marketplace is trending so that they can make the appropriate adjustments internally with their product lines so that they remain viable, relevant and competitive. Nexus strives to help manufacturers not only save money by streamlining their product lines but also sets them up to thrive for the long-term.
- Product line review with recommendations on SKU rationalization.
 - Identification of missing SKUs in any given product line segment that need to be added in order to maximize sales.



BRANDING

Nexus represents a variety of manufacturers that make foodservice disposables, food and even janitorial equipment and chemicals. There are some manufacturers who have a strong and well known brand and there are those who do not. The manufacturers who have a well known brand are easier for us to sell because the brand has already earned the customer's trust before we do anything further to help a customer. Manufacturers that need help refreshing perhaps their logo, their product line brand names and or even their mission statement can hire Nexus to help them evolve. Branding a company's logo and product categories is very important not only to the manufacturers image and reputation in a marketplace but it is absolutely essential in driving new and repeat sales. Customers who don't know about a company or their products because of poor branding won't place their trust and spend their money with an unknown manufacturer. They won't do it because they don't want to spend the time to try something in their business operations that might fail and cost them even more money. Customers need to feel like they can place their trust in a product so that they have peace of mind and can move on to other tasks. A well-known brand accelerates their trust and earns repeat sales as a result. Nexus has helped manufacturers create new brand names, logos and even written company mission statements to help manufacturers elevate their image and reputation in the marketplace. We offer the following branding services:

- Logo creation and company tag line.
- Mission statements and company profiles.
- Product category brand and sub-brand creation.
- Logo and brand product positioning.
- Logo and brand marketing strategies.

There are brands in your refrigerator, in your closet and even in your garage. You may not realize that a lot of what you own was purchased by you because you trusted the brand and or you want to be associated with the brand because of how it might help your own image or status. Ironically, in some cases the best products are not purchased by the masses because people don't want to take a chance and buy something that is unfamiliar to them. Nexus helps those manufacturers who need help creating a new brand and or who need help promoting their existing brand with perhaps a refreshed appeal to it so that they can earn the customers trust and watch their sales thrive.





MARKETING MATERIALS

The best salesperson in the world can make a great pitch and even entice a customer to want to place an order but if the person who just heard the pitch is not the only decision maker then the salesperson has to leave something behind for that person to share with the other decision makers. Moreover, if someone were to give a presentation at a sales meeting, and there are 50 people in the room, it becomes critical that something about the presentation is left behind for further reference. Brochures or marketing materials are essential to building a product brand but more importantly marketing literature provides information that speeds up the procurement process and gives the buyer the details that they need to buy more. If a manufacturer has unattractive brochures, with limited picture graphics and product information, then it's likely that the salesforce will struggle in presenting the line and ensuring that it gets promoted and marketed well within the marketplace. However, an attractive brochure or catalog that offers a story with relatable pictures and graphics along with key product specifications serves as a marketing tool for the salesforce who will use it on a daily basis to promote the line and educate their customers. Nexus offers the following consulting services for marketing materials:

- Catalog design and creation.
- Individual product brochures design and creation.
- Trade show pop-up sign design and creation.
- Customized paperboard table tents for tradeshow booths.
- Embroidered sample bags & custom sample kit creation.
- Business forms design and creation (Sample requests, Price deviation forms etc.).
- Powerpoint Marketing presentations – design and creation.

Nexus understands the need for marketing collateral as we use it every day and we see the tangible impact that it has with customers in how they interact with it and use it to help them procure more products. Creating an attractive series of marketing materials is very important in helping a manufacturer promote their product line as well as assist the salesforce in driving new sales. The colorful graphics, pictures and even just the basic product information are all critical “leave behind” information that helps carry a manufacturer’s brand and product message forward with a customer. Nexus can help evaluate your product line, create a new brand and then design and publish new marketing materials that elevates not just the company’s sales but aids in the growth of your company’s image throughout the industry.

WEBSITE DESIGN

Websites have only been around for about 40 years now. Early on they did not seem to mean much because the internet was so new and very slow. Over time the value of a website continued to grow and grow as the bandwidth speed of the internet opened up and e-commerce platforms and social media began to take off. Today websites are used for a variety of purposes; websites build a company's brand (logos and lifestyle pictures), provide information (downloadable catalogs), are educational (product videos), offer communication portals (Contact Us email addresses) and even have links to the company's social media platforms. Manufacturers with a limited website short change themselves when customers visit it because they cannot find the information that they need and decide to go elsewhere. Nexus offers the following website services:

- Website design style and creation.
- Recommended website features and interactive elements that make the site unique.
- Social media platforms that connect through onscreen icons.
- Lead generation pages that send interested customers to your screen for follow up.

A website can be a huge marketing tool for manufacturers to use in a variety of ways. The website really is the central focus of a manufacturer's marketing platform where catalogs, leads, brochures and social media all connect in and out of it to generate brand recognition and once again help drive new sales. Nexus Consulting services can help make this happen as we have done so many times before with manufacturers who are in need of a new or refreshed website to help elevate their image.



SOCIAL MEDIA

In the late 1990's social media started out as a fun way to connect with old friends, share personal pictures and have fun online. As social media grew exponentially online manufacturers began to buy advertising on these platforms to pay for product placement, discount coupons, advertising slogans and even video commercials. Social media is now a much faster way to promote a new product than even paying for a timeslot on television or on the radio. The younger generation is now spending more time on social media than they are playing video games or even watching TV. The new era of product advertising starts with social media. Manufacturers who have struggled with understanding how social media can help them promote their product line have utilized Nexus in the past where we offer the following services:

- Brand and logo placement and promotion.
- Social media pictures of your product being used in a variety of applications.
- Catalogs, brochures and promotions placed online among all social media platforms.
- Email blasts among thousands of operators to bring attention to your brand and to entice new followers to follow your company.

Social media has changed the way we interact with each other and manufacturers have caught on to that and have begun to put more and more advertising resources towards channeling their marketing efforts on social media and capturing a new and younger audience that they would not have connected with through other channels. Nexus can help you get to this level by helping you pick out which social media platforms would work the best for your line and then help you design and create a digital marketing strategy that elevates your company to another level on the web.



MARKETING INTELLIGENCE DATA

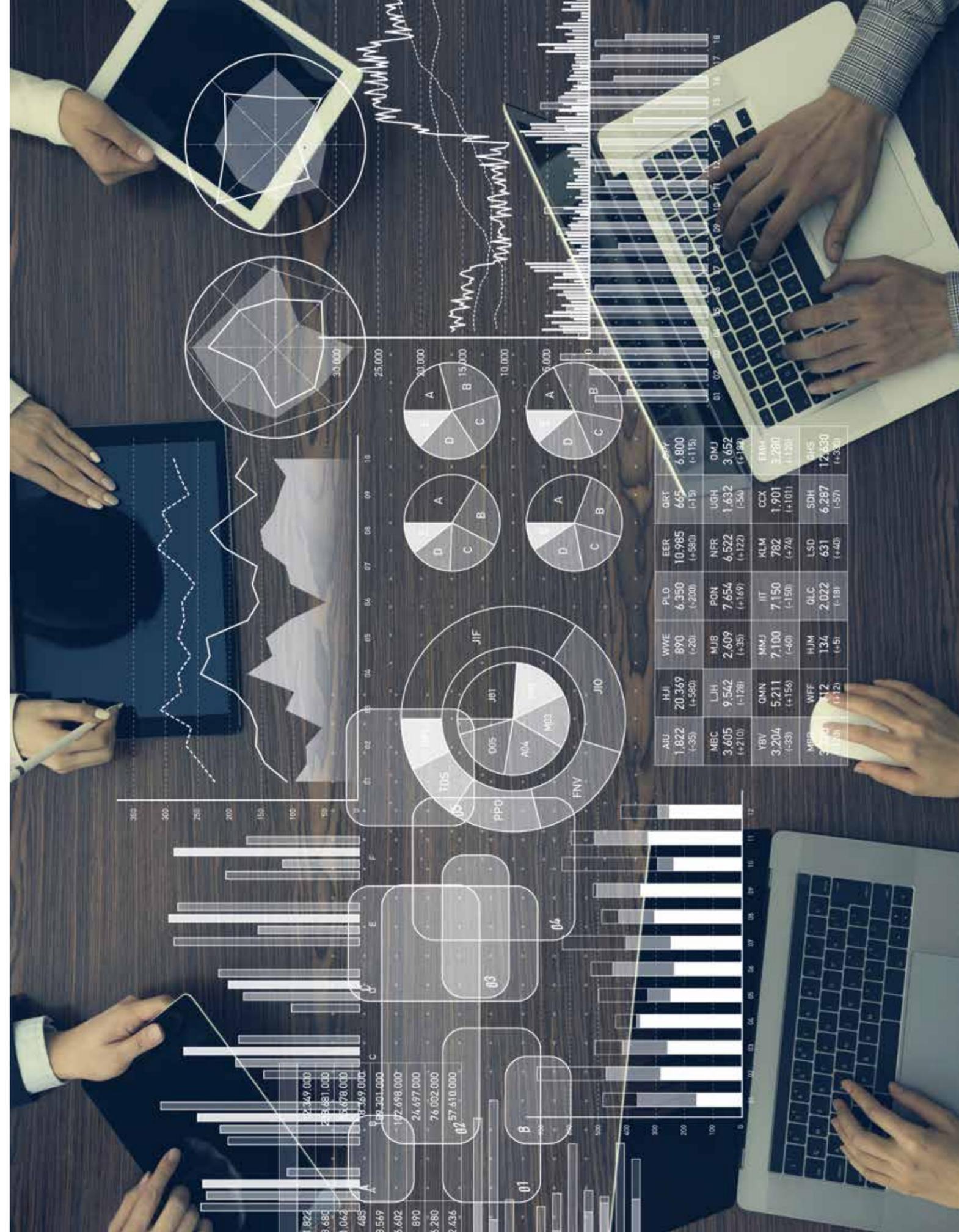
It's been said before that "In the world of business information is the most valuable commodity of all." Information can change the entire direction of a company if it's utilized properly. Information is essential to success in so many ways: information can put a stop to a project, it can open up dialogue about new opportunities and markets, it can get people fired or hired and most of all I can change the behavior of it's people that can make a company more efficient and productive. Nexus is the proud owner of 14,000 contacts (companies and contacts) in our cloud-based CRM platform. We utilize this information on a daily basis to send out e-mail blasts about new products, promotions and even new state and federal regulations and how they may or may not impact our industry. Manufacturers who don't collect and manage industry data and contact information carefully and strategically can be impacted severely when they need it and it's outdated or unavailable. Nexus has pent 20+ years managing a master database of information that consists of market reports on municipal bans and ordinances as well as changing trends and finally thousands of companies and decision makers that are organized by market segments like: bakeries, grocery stores, processors, universities,

building and maintenance contractors, hospitals and restaurant chains.

Nexus offers the following data collection services:

- Market segment E-Blasts.
- Market segment company and contact lists.
- State and City product regulations and ordinances.
- Strategic business plans designed and created for specific product segments.
- Competitor product information.

By doing the right research, within any given marketplace, a manufacturer can adapt their market strategy to a pinpoint approach rather than waste time and money on pursuing a segment that may inevitably not be accessible to or for them at that time. Nexus understands the Western regional marketplace and we harbor an extensive database that can help manufacturers with their market intelligence needs.



CONTACT US

T 800.482.6088

F 510.567.1005

www.nexus-now.com



NORTHERN CALIFORNIA CORPORATE OFFICES

7042 Commerce Circle, Suite B
Pleasanton, CA 94588
ph: 800.482.6088
fax: 510.567.1005



SOUTHERN CALIFORNIA SALES OFFICE

20992 Bake Pkwy., Suite 100
Lake Forest, CA 92630
ph: 800.482.6088



SEATTLE WASHINGTON SALES OFFICE

1044 Industry Drive, Bldg. 34
Tukwila, WA 98188
ph: 800.482.6088



PHOENIX ARIZONA SALES OFFICE

3637 West Roanoke, Suite 1-2
Phoenix, AZ 85009
ph: 800.482.6088

