



## **International Sports Attack Distributor Overview**

1. All Distributors must be extremely familiar with at least one line of the Sports Attack (SA) product line (baseball, softball, tennis, volleyball or football) and be able to come to our plant in Reno, Nevada to understand our quality manufacturing methods, undergo product training and meet our team.
2. All Distributors must be established in the sporting goods business in some form and have available to them an established method of selling and marketing the SA equipment. They must manage all of their own sales and marketing efforts with the support of the Sports Attack sales and marketing team. Product literature will be provided by SA at no cost. Customized pieces may be available depending on specific needs. Distributors should contact SA's marketing department to review their individual requests for specific marketing support.
3. A Distributor will have the opportunity to sell any line of the SA equipment within the pre-defined region/country. In addition, each Distributor will need to designate which equipment (baseball, softball, tennis, volleyball or football) they will be officially representing and understand that others could be in the pre-defined area representing other SA lines. SA prefers that each distributor represent at least two sports as there often times is cross over between particular sports depending on the region.
  - a. SA will support your efforts by forwarding inquiries that are received by SA to the appropriate Distributor.
  - b. The assigned Distributor will have 90 days to follow-up with the lead and close the sale.
4. The term of the Distributor contract will be established and agreed upon by both parties. Renewal will be based upon performance relative to a pre-determined annual sales quota.
5. Distributors are required to stock a reasonable amount of inventory for which the Distributor will pay SA in full through established payment methods. Typically 50% is paid when order is placed and 50% upon receipt of product. Funds are typically wired to Sports Attack with an approved Letter of Credit in place. These products will be sold to the Distributor at a pre-determined volume discount
6. A limited number of product samples will be available annually at a considerably reduced rate. SA encourages each Distributor to have a minimum of two (2) working product samples for demonstration. It is imperative to incorporate the equipment into all presentations as hands-on exposure of the equipment is an essential part of the selling process.
7. There is an extremely minimal amount of service that is required with SA equipment but if problems do occur the Distributor needs to be able to supply the necessary service. Each Distributor should stock a minimum number of replacement parts that will be available to them at the established discount.