



FOR IMMEDIATE RELEASE:
August 20, 2010

Contact: Mike Gentile
President/CEO
is.group
Tel: 317-579-1113
E-mail: press@isgroup.org

IS.GROUP LAUNCHES INDIGO DEALER MARKETING PROGRAM

INDIANAPOLIS, IN—is.group, the industry’s most progressive independent dealer group and the leader in providing value-added programs and services to its members, announced it has launched its inDiGo Marketing Program. The inDiGo Marketing Program was developed in partnership with Peter Frost of Proficiency Group, the industry’s leading marketing consultancy, to enable independent dealers to develop a business plan to increase their sales through a combination of unique sales and marketing efforts.

The program teaches dealers how to leverage relationships they have with buyers to approach other valuable decision makers, leading to increased sales in the areas of Managed Print Services (MPS), Janitorial, Sanitation, Breakroom and Furniture, and market themselves as a local, single source supplier.

The other key component of the inDiGo Program is eMarketing, which is a powerful vehicle to drive consumers to buy more products online. Dealers learn how to build their database of email contacts and create personal, powerful, productivity-driven promotions. These very effective eMarketing tools enable dealers to be successful and compete against their big box competitors.

“Dealers are busy running their day-to-day businesses and often don’t spend enough time on their sales and marketing plans and implementation,” said Janet Eshenour, Director of Marketing for is.group. “This program is a great resource because it gives dealers the marketing tools they need to grow their business, instructs them how to do it, and provides reporting mechanisms so they can track their progress. We are very fortunate to be working with Peter Frost on this exciting new initiative.”

“After attending the first class I can only say WOW,” commented John Hauptstueck, President of Rosa’s Office Plus in Richmond Indiana. “This is the most exciting and progressive program I have attended in the past decade. The program will move our company from a distribution company to a true marketing company, and fast. We presented the program to our staff today and the excitement is huge. Following Peter’s prescription, using his tools and templates has engaged our staff to want to change and we are all pumped up. We will be a different business solution provider three months from now.”

ABOUT IS.GROUP: Founded in 1977, is.group is a leading global organization providing marketing support and purchasing power for the independent office products dealer. The organization’s members are located throughout the U.S. and in 3 foreign countries. Collectively, is.group members produce \$2.5 billion in end-user sales from small to mid-sized businesses. For more information, please contact Cora Baker at is.group headquarters (Phone: 317-579-1111; e-mail: cora@isgroup.org) or visit the is.group web site at www.isgroup.org).

###