

RSB Marketing & Sales



COMPANY PROFILE

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PHILOSOPHY

The company was established in June 1978 and rapidly built a reputation of professionalism and integrity. An management buy-out occurred in 1993 by the present ownership. During this time RSB Marketing & Sales' philosophy has always been to serve as the vehicle for sales growth and success by keeping our manufacturers and customers in an informed, comfortable and prospering relationship.

We reinforce the partnership with our manufacturers each working day through our belief that we are directly employed by them and must act as an integral part of their overall operations. Our consideration for the dependence our customers have on us, and the product we represent, is also taken into account on a daily basis with no less dedication.

Our business is providing service. We feel our principals demand this and our customers need it and depend on it. Our three key tenets are:

1. Provide exemplary service for our Customers and Principals
2. Be forthright and honest
3. Do the job right, details are important and do not assume

OPERATIONS and FACILITIES

To support our sales and servicing efforts we maintain full time office support to insure personalized and prompt service. The office is backed by a Windows Server 2003 for small business, voice mail and e-mail server. We current do direct order administration with two manufacturer's via WAN. In addition, we have established a web page at www.rsbmarketing.com, with ftp capabilities as an additional information tool with our customers, principals and consumers.

Our business system software is the E.I.A. endorsed RPMS™ system for all order and account data base management. This system generates purchase order confirmations for our manufacturers and accounts and provides accurate and extensive customer database information on orders, open orders and invoiced sales. Traditionally our office receives and processes approximately eighty percent of all orders from our territory which are in-turn relayed to our Principals.

To help reach the smaller independent retailers and custom integrators we employ a "stocking representative" model whereby local inventory can be available the next day via UPS anywhere in our six state territory. The goal is to compliment our efforts as a full service manufacturer's representative and the policies of our Principals while building new accounts.

We are located thirty miles north of Boston's Logan airport and downtown Boston.

PERSONNEL**Rick L. Sands, President and Account Manager**

Experience includes Territory Sales, Sales Training, Regional Management, National and International Sales Management with middle and executive level positions at the manufacturer, distributor and representative levels. Previous employers include Dun & Bradstreet, Co., E & J Gallo Wines, Bose Corporation, Acoustic Research (AR), WaterPik, Inc., and Harman Industries. Listed in the 1999's *National Directory of Who's Who In Executives and Professionals*. Sales to and services to accounts.

Wendy R. Sands, Comptroller & Office Support

Ten years with Bose Corporation in various sales administration functions including Manager of Sales Administration and in the IT department as a System Analyst. She has additional experience in specialty retail accounting and computer systems analysis. Comptroller of RSB for thirteen years and is responsible for administration and in-side sales.

REFERENCES

Denise Morales
V. P. Sales
MONSTER CABLE PRODUCTS
415716-1138

Tara Roselli
Merchandise Manager
BOSE CORPORATION
508 766-7651

Bob Law
Executive Vice President
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1.11.2010