



## **BSA Value Proposition**

### **BSA provides opportunities for you and your company to:**

1. Develop and maintain essential business relationships with:
  - Suppliers of Bearing products and Services
    - Current suppliers important to your business
    - Future suppliers that will help you grow
  - Top level Executives of Supplier Companies
    - Only senior management invited to BSA Convention – the people you need to know
  - Top level Executives of Distributor Companies
    - Share information and learn from your peers
    - Find Solutions to difficult business problems
2. Differentiate and promote your company in the marketplace:
  - Certified Bearing Specialist program
    - Will bring value to your company
      - Increased business
      - Strengthened business partnerships between supplier, distributor and end user
    - Will deliver to your End User
      - Dollar Savings
  - Authorized Distribution
    - Turnkey marketing campaign communicates why using an Authorized BSA Member Distributor is important - including posters, brochures identifying Top Ten Reasons to Buy Bearing Products and Services from an Authorized BSA Member Distributor
      - Meet competition head on with marketing and sales materials
      - Reinforce the benefits of authorized distribution
      - Build positive awareness in employees



### 3. Use critical Business Tools for increased success:

- Performance Analysis Report (PAR) financial benchmark
- Distributor Report (BSA Member Profile Survey) market benchmark
- Web Presence
  - Link to your company's website
  - Branch search capability for end users to find you
- Debit memo Guidelines to exchange information electronically
- Product Price Information Format to exchange information electronically
- Distribution Software Guide to benchmark software products
- NAW Programs at NAW member rate
  - Publications
    - Distribution Online Courses
    - Financial Management
    - Human Resource Management and Training
    - Profit, Pricing and Operations Improvement
    - Sales Management
    - Supply Chain Management
    - Trends in Wholesale Distribution
    - Warehouse and Inventory Management
    - Wholesale Distribution Basics
  - NAW Health Insurance Program offering fully insured and comprehensive group PPO plans that are designed exclusively for NAW direct members, and members of NAW's member associations
  - Property and Casualty Insurance through the Hartford
  - Freight, Express Air and Ground, International
  - Hertz Rental Car negotiated rates
  - GE Capital Solutions to provide customized inventory financing solutions



#### 4. Access professional Training Tools to make your organization more effective:

- Bearing Briefs (Complimentary)
  - Summarized information about specific products
  - Easily distributed electronically or via mail to employees or customers
- In House Training Guide
  - Self training or group training
  - Can be adapted to any company, any size
- Lubrication Guide
- ABMA Educational Programs at ABMA member prices
  - Advanced Concepts of Bearing Technology
  - Lubrication and Wear: Advanced Concepts
  - Essential Concepts of Bearing Technology
- University of Industrial Distribution
- Sales Training Programs by Joe Eilers
- BSA and AEA sponsored Webinars
  - Crushing Price Objections!
  - Disaster Preparedness – What Executives Really Need to Know
  - Security and Fraud – What Your Company Needs to Know
- BSA and AEA sponsored seminars and conferences