

## About Viachem

Viachem, Ltd. was founded by veterans of the chemical industry to provide unique distribution services that are in demand, but not being met. Only Viachem builds exclusive arrangements with its producer partners and becomes an extension of their sales and marketing initiatives. Viachem's new distribution model uses expert Inside Sales Specialists to better serve existing segments and open and expand new markets. Viachem is positioned to deliver significant returns for producers and end-user customers. For more information, please visit [www.viacheminc.com](http://www.viacheminc.com).



Creating New Opportunities for Growth



Look beneath the surface. Your market potential may be vast and as yet untapped.

Viachem's unique qualification process and inside sales strategies extend your sales initiatives. You reach new depths of market visibility and penetration.

When we work together, it's a brand new world. 



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**If your company:**

- ❖ Produces speciality or performance chemicals
- ❖ Seeks to profitably expand less-than-truckload and other underserved market segments
- ❖ Has interest in cost-effectively reaching new market segments
- ❖ Requires complete and consistent North American coverage
- ❖ Could benefit from visibility into detailed end-user data and demographics

**Viachem can be a valuable strategic partner for you.**

**Cast a wider net**

**V**iachem delivers a powerful extension to your sales initiatives. We're a new breed of chemical distribution company built by industry veterans who know specialty chemical sales, distribution and customer service. We leverage our expertise and a unique sales approach to give you maximum exposure to prospects who need what you're selling.

**Uncover new targets and the market intelligence needed to bring them in**

Viachem complements your direct sales and other channel activities to make your growth plan a reality. At Viachem the sales process begins with a comprehensive market analysis using proven research methodology. We identify and qualify every prospective customer in your selected market segments. And we make the data available to you, strengthening your sales efforts across the board.

**Viachem's unique sales process multiplies your efforts, so fewer big ones get away**

With Viachem you reach underserved markets while focusing your direct sales team where they'll be most effective. Using state of the art technology, we cost-effectively shine the light on opportunities you might be missing today. Our Inside Sales Specialists make an average of 4,000 sales contacts per year versus less than 800 contacts for most industry direct sales professionals. All sales call data is recorded in a Customer Relationship Management system and made available to you, so you never lose control of the process.

**An inside sales approach offers many advantages.**

- ❖ Broader and infinitely flexible geographical coverage
- ❖ Effective and timely sample follow-up
- ❖ But most of all, productivity and a proven sales process, making less-than-truckload orders a profitable segment

**Viachem can triple the number of sales calls for your product line, enabling you to cost-effectively expand in under-served markets, or penetrate new ones.**

**Feeding the customer relationship chain yields higher order volume and retention rates**

**W**e provide your customers the right product when they need it, where they need it, with in-depth product and formulation knowledge.

Viachem hires selectively. Each of our sales associates are degreed chemists, biologists or industry specialists that go through extensive training to be sure we understand what our prospective customers are looking for and what our competitive differentiators are. We become specialists on your specific product lines, so when customers call they talk to someone familiar with their account and knowledgeable about their challenges and requirements.

We make a point of being accessible. Your customers can reach us when they need us. And at any time they can download important documents such as MSDS, COA, and technical data from Viachem's secure web site portal.

When your customers have special needs or questions, we are ready with answers. You see the results in higher volumes, profitability and customer retention rates.

**We work as part of your team – we don't "catch'em" for your competitors**

Viachem does not sell competitive products and instead achieves deep knowledge of your business and product lines. You don't have to worry about the attention and time your products receive. As a true extension of your sales efforts, we achieve an exclusive business relationship that yields success and profit for both participants.

**The Bottom Line? More lines in the water.**

Viachem broadens your coverage, enabling you to focus your sales team on strategic accounts AND at the same time maximize underserved or less-than-truckload markets. Our proven inside sales process and Customer Relationship Management technology, along with chemical industry and sales expertise, deliver sales power never before available to specialty chemical producers.

- ❖ Reach low volume geographic or niche market segments
- ❖ More efficiently manage less-than truckload customers
- ❖ Perform thorough market analysis of market segments not easily or effectively covered by direct sales efforts or other distribution channels
- ❖ Increase penetration into new markets

**"Within the first 30 days, Viachem uncovered new targets worth millions in markets that we hadn't had the bandwidth to explore. We're well on our way to becoming a leading national provider, and with Viachem's help, a significant global brand."**

*Rich Rebholz  
President and Managing Partner  
Clarus Specialty Products*

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Call Viachem today.**

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