Partner With Your Apparel Suppliers: 
Key Marketing and Sales Perks

Steve Freeman, Syntax Digital Solutions

Monday, January 24
2:45 p.m.-3:45 p.m.
Room Power Session Booth 2244

Sponsored by Fields Manufacturing asi/54100

All education handouts are available to download at
www.asicentral.com/handouts
Not All Vendors are Created Equal

- Active Apparel Inc.
- SANMAR
- NISSIN
- JERZEES
- HOLLOWAY

Agenda

- Credit from your Vendors in tough economic times.
- Maintain your vendor relationships.
- Decide when to switch vendors and why.
- Find and get the best deals on apparel.
- Specialty Vendors
- Freight Considerations
Vendor Relationships are a Two Way Street

Aside from loyal customers who place orders with relative frequency what does your vendor want from you more than anything else?

Pay your Bills ON TIME!

In All Seriousness

The most important thing you can do to manage credit with your vendors is to pay your bills on time.

Factoring

A Factoring Company is an organization who buys receivables from a vendor at a discounted rate and collects the full amount from you.

When you qualify for credit with these type of vendors you qualify with the FACTOR not the vendor.
Maintaining Vendor Relationships
- Ask for favors only when you really need them.
- Pick up RUSH ORDERS on the day you say you need them.
- Treat your vendors the same way you want to be treated.
- Do not take out frustrations on Customer Service – Escalate your issues.

What to Expect from Vendors
- Samples at Case Pricing.
- USA Based Customer Service.
- Net 30 Terms on Credit Approval.
- End Line Pricing.
- Same Day Shipping.
- Fair Return Policy.
- Freight Considerations

When to Switch Vendors
- Always Out of Stock!
- Vendor changes to Factoring Receivables
- Vendor Blames YOU for their Problems.
- Same Mistakes Over and Over.
- Charges Extra for Shipping from Multiple Locations.
Find the Best Deals

- ASK – ASK – ASK
  - If you don't ask you won't get.
- SPAM IS NOT ALWAYS SPAM
- Ask your friends.
- Industry Affiliations!
- Don't be Shy – NEGOTIATE
- Follow Newsletters
- Participate in Social Media Networking

SPECIALTY VENDORS

- Antigua
- Integra Collection
- Cutter & Buck
- Tommy Bahama

SPECIALTY VENDORS CONCERNS

- Single source purchasing IS ALWAYS RISKY.
- These companies often have high annual order policies.
FREIGHT CONCERNS
THESE GUYS WILL EAT YOUR LUNCH IF YOU ARE NOT CAREFUL

- Make sure you understand your vendors policies on freight.
- All industry affiliations I am aware of have DEALS on freight. Do your homework!
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<td>Tri-City Print</td>
<td>800-4th Street</td>
<td>Indianna</td>
<td>IN</td>
<td>46025</td>
<td>(317) 524-5425</td>
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<td>MJS Apparel</td>
<td>2880 Mahon Farm Rd</td>
<td>Cincinnati</td>
<td>OH</td>
<td>45231</td>
<td>(513) 289-9944</td>
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<td>Tektronix</td>
<td>10500 Northwest Freeway</td>
<td>Houston</td>
<td>TX</td>
<td>77030</td>
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<td>1601 Washington Blvd</td>
<td>Chicago</td>
<td>IL</td>
<td>60610</td>
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<td>EK Direct, Inc.</td>
<td>800 W 8th St, Suite 1200</td>
<td>Chicago</td>
<td>IL</td>
<td>60607</td>
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<td>Kaleidoscope, Inc.</td>
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<td>Fort Worth</td>
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<tr>
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