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MarketNet Launches Wholesale Data-Tracking Application

SPRING LAKE, Mich. — July 2004 — MarketNet Services, LLC, a marketing technology and services firm, has launched a database-driven application that helps an unnamed client by eliminating the administrative overhead formerly associated with the manual aggregation of dealer sales data. Decentralized dealer networks create sales tracking challenges when some dealers buy direct and others purchase through wholesalers, especially when different purchasing software systems are used. The wholesale data-tracking application gathers sales data from all sales sources and systems, clarifying office furniture orders and providing a clear view of an individual dealer's sales success.

The wholesale data-tracking application saves the client time and manpower. Because the data is collected and aggregated in one place, the client is now able to deliver reports and sales-based incentives to their dealers more quickly and efficiently with fewer errors.

"Many of our clients are manufacturers with complex sales channels," said J.T. McDonald, president, MarketNet Services, LLC. "This application is a good example of how MarketNet applied knowledge of sales incentive programs with sales channel hierarchies and databases to aggregate data from disparate sources, creating a very effective tracking and management tool."

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – customers. Through custom-designed and internally developed technology solutions, MarketNet helps clients generate inquiries, identify qualified prospects, and reliably deliver leads for sales conversion. Clients like The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., SPX Corporation and others have partnered with MarketNet to leverage their advertising investments, yielding more leads and converted sales per dollar spent.

For more information, please visit MarketNet at www.marketnetservices.com.