



*"harness the power of
your distribution network"*

- *Building*
- *Planning*
- *Tracking*





Interlynx Systems will help you harness the power of your distribution network.

Profitable growth and market share improvement can be elusive for companies that use a distribution network. They struggle with ways to manage and measure the effectiveness of their channel partners – often failing to capture significant gains and effectively execute their sales strategies.

Interlynx Systems helps our clients to focus their distribution network on targeted end user market opportunities and then measure the associated sales results.

Our systems will drive execution of your selling strategy by:

- Improving alignment, trust and accountability with your distributors through our **Lynx Builder™** process.
- Implementing structure & follow through to your sales planning through our **Lynx Planner™** process.
- Employing our internet based **Lynx Trakker™** program to drive distributor selling activity.

Interlynx helps our clients benefit by recapturing growth momentum and making market share gains. And, because distributors benefit by using our systems, our clients execute better on market opportunities immediately.

The image displays two overlapping screenshots of the Lynx Trakker software interface. The top screenshot shows a 'LEAD ACTIVITY SUMMARY' page with the Lynx Trakker logo. The bottom screenshot shows a 'TRAKKER DISTRIBUTOR ACTIVITY SUMMARY' page with the Lynx Trakker logo and a table of distributor activity results for the period of 2003-09 (Sep).

Distributor Activity Summary Results		Results For Period: 2003-09 (Sep)				
Last Post	Company	Sales	Quotes	Phone Visit	Samp	Lit NoAct
Sep 20, 2003	Hupp Sales & Service	\$44,000.00	\$10,128,000.00	9	11	8 8 3
Sep 22, 2003	Pilot Sales America	\$9,000.00	\$44,000.00	9	3	4 1 0
Sep 22, 2003	Triangle Sales Corp.	\$9,000.00	\$4,000.00	1	1	2 1 0
Sep 20, 2003	Web Marketing Services	\$44,000.00	\$10,128,000.00	9	11	8 8 3



LynxBuilder™ overview text needed here.



Lynxplanner™ overview text needed here.



Lynx Trakker™ works by linking all levels of the distributor selling model. The system is designed to capture activity that takes place between the distributor sales team and their customer.

Interlynx works on the premise that distributors need only to feed basic information on their end users. This information can easily be captured and summarized through the Lynx Trakker™ system.

- **Designed for Distributor Selling Model**
- **Regain Commitment of Distributor Partners**
- **On Line Distributor Planning**
- **Derive Revenue Targets, Measure & Track**
- **Capture Market Share & Gaps**
- **Track Monthly Distributor Sales Opportunities**
- **Web Based - No System Software to Install**
- **Low Overall Cost Compared to CRM**
- **Available 24/ 7 Worldwide**
- **Links Incentives & Market Data to Distributor**
- **Pull Promotions through Distributors**

“Interlynx Systems will help you to drive profitable growth”



Designed for Specifically for the
Distributor Selling Model

Gain Commitment to Sales & Market
Share Growth

Harness the Energy of Distribution
Partners

Tap Areas of Mutual Understanding

Address Hidden Differences and
Misunderstandings

Outcomes Built on Mutual Business
Objectives

Establish Accountabilities and
Responsibilities

Capture Long Term Distributor
"Mindshare"

One of the challenges in developing stronger "links" with distributors is to build mutual trust. Companies and their distributors often have objectives that are at odds that can hinder the commitment levels of both parties. These misunderstandings can become divisive and lead to an impasse if unaddressed.

Through our Lynx Builder™ process, our clients are able to establish a solid framework of mutual trust & expectation with their distribution network – built on shared business objectives. The result is a set of clear operating guidelines that drive clarity and performance between participants. And because distributors benefit, the operating guidelines become the basis for a higher level of commitment from their channel partners.

Because of the Lynx Builder™ process, our clients:

- Capture distributor commitment to market share and sales growth
- More effectively harness the energy of their distribution network
- Capture more distributor "mindshare" and commitment levels
- Are better prepared to execute on their long term strategies

Interlynx Systems can be retained to resolve conflicts that arise over time and to coordinate events that capture distributor "mindshare" and assure regular relationship renewal.

“nearly half of companies do not have written agreements with distributors and 74% have no formal mechanism for getting input from distributors”



Designed for Specifically for the
Distributor Selling Model

Derive Revenue Targets and Measure

Execute Strategic Plans Through
Distributors

Drive Planning Participation Levels
Globally

Understand Market Challenges Related
to Inventory Levels

Reduce Costs Associated with Policy
Disputes

Simple On-line Software Requires No
Installation

Capture Plan Commitments and Track
Them

Regular planning between companies and their channel partners can create a pathway for market success. Unfortunately, many companies do not plan with their distributors and if they do, these sessions are normally rushed, unproductive and the finished product is not a working plan.

Interlynx Systems solves this problem by capturing a comprehensive sales plan for the year through a simple and proven step-by-step planning process called Lynx Planner™.

Our process:

- Documents distributor & client information, milestones and planning commitments.
- Calculates and tracks revenue estimates associated with those commitments.
- Assures annual planning is handled in timely and cost effective manner.
- Maximizes distributor participation through our globally accessible system.
- Reduces returns & credit costs associated with policy disputes.
- Eliminates call & visit reports by formalizing the process, allowing for better time management.

Throughout the year, "plan updates" are made using our structured, on-line process. Clients are provided with easy to read reports that identify plan goals, status against the plan and a comprehensive summary of each distributor's effectiveness.

Since Lynx Planner™ is web based, there are no hassles associated with installation, upgrades and massive implementations teams.

“Some companies will sit down for an annual distributor evaluation program, put together joint marketing plans, setting common goals and objectives. The people who do that are doing very well in their relationships with distributors”



The active pursuit of end user market opportunities is the backbone of a thriving growth business. Companies often cite that distributors lack initiative when it comes to executing on market opportunities. Whether these generalizations are accurate or not is difficult to quantify without more formality in both the planning and tracking process. Lynx Trakker™ ties the plan to execution. The concept is simple.

Designed for Specifically for the
Distributor Selling Model

On Line Lead Search and Tracking
Capability

Captures Market Share Statistics

Identifies Global Market Gaps

Track Monthly Distributor Opportunities

Simple On-line Software Requires no
Installation

Link Targets Directly to Critical Market
Information

Ability to Link to Distributor Incentives

The active pursuit of end user market opportunities is the backbone of a thriving growth business. Lynx Trakker™ ties the plan to execution. A company using distribution should expect a multiplicative effect. That is,

D x S x T = Total Market Activity

Where **D** = Number of Distributors;

S = Number of Sales Professionals
per Distributor

T = Number of Targets per Sales Professional.

Lynx Trakker™ maximizes this effect and drives execution through a focus on:

- Driving Distributor Commitment to Target Account activity.
- On-line Lead Search System Allows for Easy Identification of Market Opportunities.
- Accountability Through the Assignment of User Accounts to the Distributor.
- Simple & Relentless Reporting, Reminders & Tracking.

Lynx Trakker™ links end user accounts to your distributors so that you can be assured that your key markets are being worked and that regular activity is taking place. Market coverage statistics are readily uncovered allowing for better long term decision making by the client.

Since Lynx Trakker™ is web based, there are no hassles associated with installation, upgrades and massive implementation teams.

“a large number of CRM projects fail to deliver on stated goals, and dissatisfaction with completed customer relationship management software projects runs high within executive ranks”



Interlynx Systems has found that data drives better decisions and results. Our clients and their distributors are best served by clear expectations, planning and execution.

By partnering with Interlynx Systems, you can expect to:

- Build a platform of mutual expectations through our Lynx Builder™ Process.
- Plan with your distributors and carry the plan out using our Lynx Planner™ Process.
- Assign, track & execute on market opportunities through our Lynx Trakker™ Process.

Interlynx Systems will help you to drive profitable growth. Our systems will help you to:

• **Focus your selling organizations on growth opportunities**

Our systems will formalize goal setting, revenue targets and action plans with your distributors and measure execution against the goals. Target accounts and leads will be assigned to your distributors and tracked formally.

• **Understand market coverage gaps and opportunities**

Our systems will clearly identify market potential by geography and industry code and will allow you to easily & objectively assess if the market is appropriately covered.

• **Gauge the commitment level of your distributors**

You will be able to quickly discern between those distributors that are “taking orders” versus those that are committed to helping you grow market share and align your resources accordingly.

Because your distributors benefit early acceptance is gained and immediate impact is realized.



Interlynx Systems is committed to the use of distributors in the marketplace. While we normally are retained by the company, we serve the interests of both the company and distributor teams involved. Our programs are designed foster understanding and to harness the power of the distribution selling model - bringing strength and value to the overall partnership. We are committed to treating our customers and employees with integrity, fairness and decency.

Let us help you understand more about how a partnership with Interlynx Systems could benefit your company.

At Interlynx Systems, we believe a referral is the highest compliment that can be made. We are pleased to recommend the charitable foundation below:



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