

**“Prime Advantage provides my company access to their Members’ upper management. Selling from the top-down versus the bottom-up shortens the sales cycle to Prime Advantage Members and trims a tremendous amount of time and effort from the sales process.”**

*- Gary Weaver, Standard Abrasives*

**Prime Advantage Overview**

Prime Advantage is dedicated to reducing the overall costs of doing business and to increasing profitability for both buyers and sellers in our private network. We offer our Endorsed Suppliers an unparalleled opportunity to grow revenue, shorten sales cycles, establish long-term customer relationships, maintain executive level contacts, and reduce sales and marketing costs.

**Profile of Our Members**

Prime Advantage Members are our network’s buyers – more than 550 leading industrial manufacturers which:

- Purchase similar raw materials, components, services and supplies
- Commit to buy a minimum volume in goods and services annually from our Endorsed Suppliers
- Commit to give Endorsed Suppliers an opportunity to earn their business
- Attend two buying conferences annually to meet with Endorsed Suppliers

**Profile of Our Endorsed Suppliers**

Endorsed Suppliers are our network’s sellers (manufacturers, distributors, and service providers) that have agreed to extend group incentives to Prime Advantage Members. Endorsed Suppliers are:

- Proven top quality and service organizations
- Nominated by Members
- Dedicated to growing market share and profitability with long term partners and customers
- Reviewed and endorsed by a committee of Member representatives

