

Distribution Opportunities with HRD Press, Inc.

HRD Press, Inc., one of the leading publishers of human resource and training related products and publications, is currently seeking additional qualified organizations to represent our materials. Publishers, booksellers, and other providers of training materials should consider the opportunity.

Benefits of HRD Press Distribution:

- Significant discounts on purchases for resale
- Special pricing opportunities for large-scale purchases
- Readily available marketing materials including product images and text
- A turnkey opportunity to reach new clients and increase your revenue
- Access to titles and products for nearly every HR and training related need
- Access to over 500 quality titles, products, and solutions
- A continuous supply of new titles, products, and cutting-edge solutions
- Opportunities to cross-sell your current products
- The credibility and recognition of association with an industry leader



Successful distributor organizations typically have the following characteristics:

- An existing presence in the field of HR and training
- An ongoing product marketing program and/or catalog
- An online store and internal product sales program
- An existing client base and channels of sale

Applying for distributor status is easy...

Online: Apply at www.hrdpress.com/distributors/applications.asp

Fax: Fax your completed application to 413-256-2303

Mail: Mail your completed application to

HRD Press, Inc.

Distributor Program
22 Amherst Road
Amherst, MA 01002
Phone: 800-822-2801
Fax: 413-256-2303
dist@hrdpress.com

Applications will be reviewed and responded to within five days of receipt. Feel free to contact us in the meantime with any questions or comments.

HRD Press Distributor Application

Name: _____ Title: _____

Business Name: _____ # Years in Business: _____

Type of Business: (check one) Sole Proprietor Partnership "C" Corporation "S" Corporation

Street Address: _____

City, State, & Zip Code: _____

Voice: _____ FAX: _____ E-mail: _____

Describe your firm's area(s) of expertise: _____

Types of clients (employee size, public or private): _____

Please indicate how you heard about our distributor program and the name of the individual that referred you if applicable

Technology

Does your firm own a PC computer that meets the following specifications? Yes No

(Windows 95, 98, 2000 or NT; Pentium processor; 16+ MB RAM)

Do you have a web site? Yes No If yes, list URL: _____

Do you have an online bookstore/order center? Yes No

Marketing

Do you publish your own HR/Training products catalog Yes No

Describe your prior experience using, implementing and marketing HR/Training tools, programs, and services:

Briefly describe your strategy for marketing, selling, and growing sales of HRD Press products and services over the next 12 months and if there are specific topics and/or media that you are particularly interested in distributing:

References

List three professional references (clients or colleagues) that would be willing to speak with us about their experiences working with your organization:

1. Name _____ Organization _____ Phone _____

2. Name _____ Organization _____ Phone _____

3. Name _____ Organization _____ Phone _____

Signature _____ Date _____

Return this form via fax to: 413-253-2303; or online at: www.hrdpress.com/distributors/application

Mail to: HRD Press, Inc, Distributor Program, 22 Amherst Road, Amherst, MA 01002 USA