



Our Philosophy

Professional Marketing Inc. is not just another sales agency. After looking over our resume, you will see we have much more to offer.

In addition to selling your products, we take pride in helping you with your marketing plan. Our 30 years of expertise with our customers provides a time-tested approach. This includes suggestions on packaging, promotion, and presentation of your product to insure sell through at all levels.

We view our association with your company as a partnership. Our goal is to bring your product to the marketplace with financially stable accounts we know will aggressively sell and service your line of merchandise.

We do not believe our job is over when the product is sold. We continue to service our accounts by working with dealers and helping them move product through in-store clinics and promotions. We reach the ultimate consumer by attending sport shows enabling us to educate them on the benefits of each product. Our success is based on this philosophy and we are proud of it.

We look forward to working with you,
Jim Burkett | Principal and Sales Representative
763.245.0735
jim@pmirep.net



Sales Team

Jim Burkett

Principal and Sales Representative - Dayton, MN



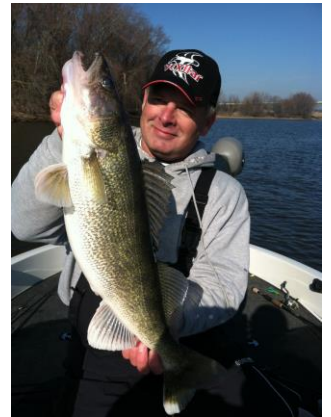
Jim has over 30 years experience in management and sales and is a third generation sales representative. While Jim was in college, he worked at his father's sales rep agency James Burkett Associates in Minneapolis. In 1985, he joined Tech 80/ACS, a manufacture of automation and motion control components where he held various positions including VP of Sales and Marketing, COO and CEO for. Under his direction this public company grew profitably, and was ultimately sold to a peer company in Israel in 1999. Jim met up with Dick Wier, PMI founder, in 2000 worked with him until he retired in

2004. Jim has overseen the growth of the PMI agency from two sales reps covering four States to six reps covering 12 States. Jim is the main liaison for factory relationships both existing and potential. "I'm enjoying sporting goods repping so much, I wish I would have started doing this earlier." His favorite sporting pastimes are waterfowl hunting, deer hunting, and fishing the many lakes in MN summer or winter.

Chris Clemmons

Sales Representative – Newark, IL

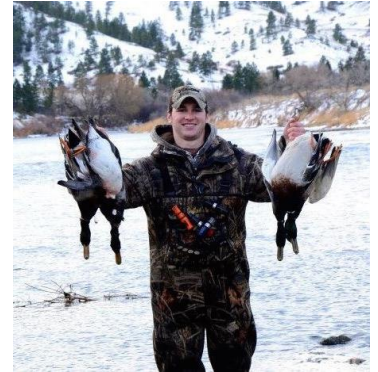
Chris has 23 years experience in the outdoor industry, including sales management, marketing management and field sales. His strengths include understanding market trends, product development, implementing selling strategies, and customer relations building. Chris is very organized and has an excellent follow up and work ethic. Prior to joining PMI Chris held sales management positions at Mason and Plano. He enjoys competitive walleye fishing, and currently participants on the Masters Walleye Circuit. Chris won the Cabela's National Team Walleye Championship in 2009 on Devils Lake, ND. Chris supports accounts like Fleet Farm, Blaine Supply, Sports Specialist, and Robinson Wholesale.





Dom Schneider
Sales Representative - Stillwater, MN

Dom has been with PMI since 2016. He graduated from the University of North Dakota as an Entrepreneurship major. He worked as an intern for PMI during his final year at UND; working numerous shows and in-store events. Dom worked as a Customer Service associate at Cabela's in East Grand Forks, MN for 3 years. Some of his strengths include inventory analysis, recognizing industry trends, Microsoft excel, and constantly seeking innovation. Some of Dom's accounts include Scheels, Cannon Tackle, Sportsman's Guide, and Bill Hicks. Dom has a strong passion for waterfowl hunting, deer hunting, ice fishing, and musky fishing.



Dane Melin
Sales Representative – Pennock, MN



Dane is the newest addition to the PMI team. He is entering his 35th year in sporting goods sales. His sporting goods career started in 1986 at Holm Brothers Sporting Goods in Willmar, MN. While working at Holm Brothers, Dane attended Ridge Water Vocational institute for Sales and Marketing. In 1990, Dane was hired by Wal-Mart as a Sporting Goods Manager for the new Willmar store. While working for Wal-Mart, Dane transferred to Alexandria, MN to help start their new store. In 1995, Dane was approached by Maurice Sporting Goods and soon began a nine-year career as a road Salesman for Maurice Sporting Goods. Dane achieved many sales awards including Rookie of the Year and Salesman of the Year. In 2004, Dane joined Cannon Tackle Supply and has been there for the last 17 years. Dane worked as a Salesman, Sales Manager, and then Buyer for the last 6 years; calling on accounts such as Runnings, L&M Fleet Supply, and over 100 independent dealers. As a buyer, Dane was in-charge of setting all product lines and buying categories such as fall goods, ammo, lures and all fishing. Dane also helped organize the catalog and Cannon Tackle Supply Dealer Show. Dane has been married to his wife Jill for 25 years. They have two sons, Cole, 23 and Cade, 20. Dane's family has lived on a farm in western MN for over 20 years. He enjoys fresh and saltwater fishing, waterfowl hunting, upland hunting, and archery deer hunting. He has even won numerous musky and bass tournaments. Dane and his family love to travel and do anything in the outdoors.



SALES TERRITORY



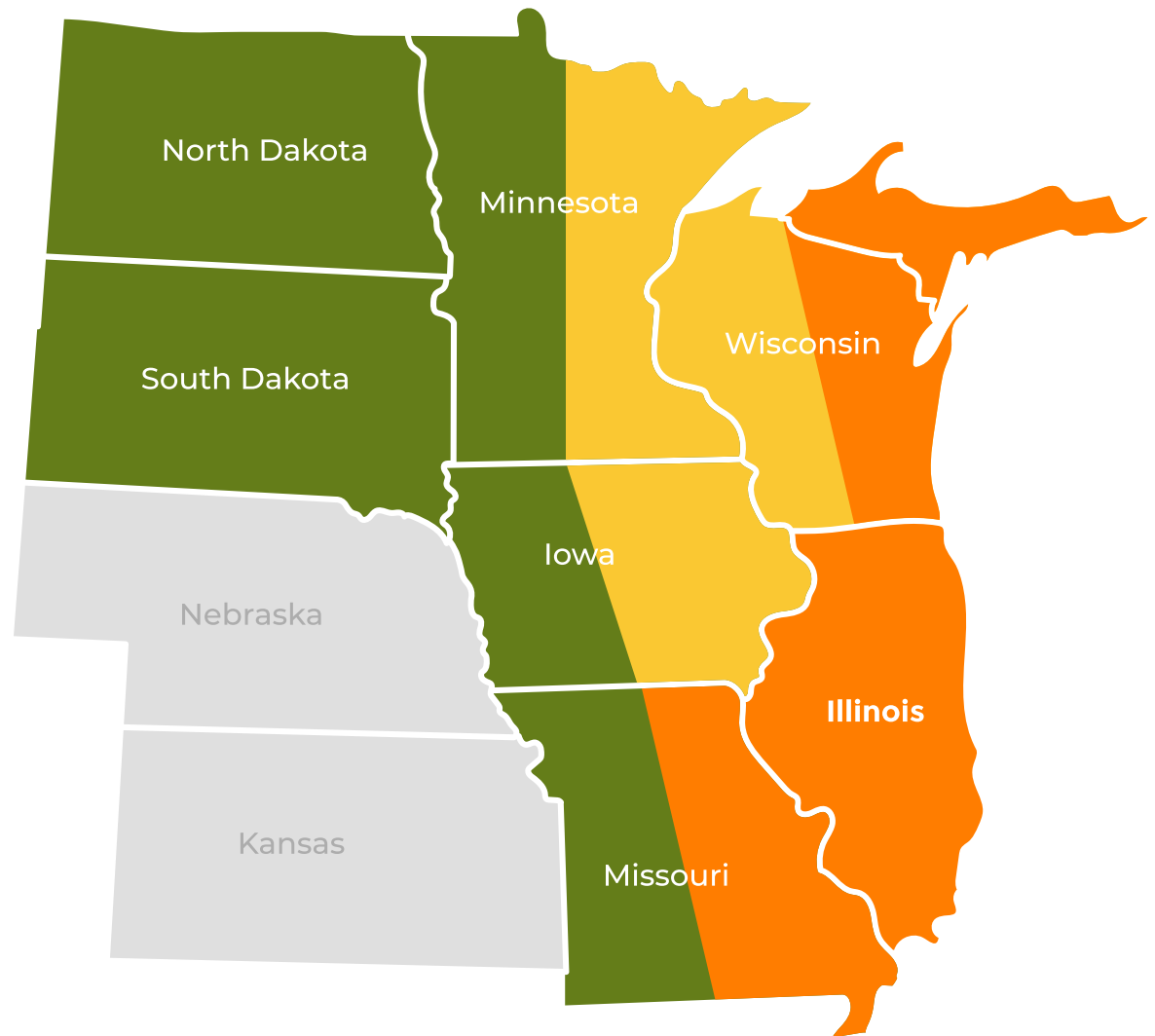
Dane Melin



Chris Clemmons



Dom Schneider





Select Factory Line Card

Our philosophy is to manage a handful of lines in each of multiple sporting goods categories. This allows us to focus our selling and have a broader perspective of the business at our customer partners.

Ice Fishing



Hunting/Shooting



Shooting Accessories





Case Studies

We have met sales goals or exceeded expectation at every factory we represent. Here are a few notable achievements for illustrating the breadth of our selling experiences.

Nurturing Opportunity : Vexilar Marine Electronics



Vexilar is the premiere ice fishing electronics brand. For 20 years PMI has represented Vexilar in their most lucrative territory. PMI has also held Vexilar's top sales position in spite of increasing pressure from larger competitors such as Lowrance and Humminbird. A critical aspect of our sales strategy has been our involvement in the development of programs, discount structures, and MAP policies; often geared to optimize results at each class of trade (dealer, wholesale, distributor). In addition early buy programs secure open to buy dollars, MAP incentives result in higher margins for partners, and ad co-ops are structured for mutual benefit. Furthermore Vexilar continues to offer the best product ownership value in it's class -- no small feat. PMI's subtle aspects of selling can make the difference between a supplier being considered an important player versus being the dominant player.

Testimonial

"PMI takes a very hands on approach to giving field input and often are the champions of what our Dealers would like to see from Vexilar. Some might think that just because Vexilar dominates the winter sonar ice fishing category, selling is easy, but it never is. I believe with most companies, volume is the driving force behind a sales force. At Vexilar, it is not about the volume of sales that are made, but of the profitability of those sales. If you don't want honest feedback from your sales force, don't go with PMI. If you don't want creative ideas coming from the field, then don't consider PMI. If you are pioneering new brands, launching new products and looking to place products with the key retailers, then PMI is a good choice, they are defiantly results driven and fight hard to 'move the needle'.

While I don't think the other letters of endorsement will say much more than what I have already written, I think it is good to understand that I've been working with PMI for 12 years, in the good times and in the bad. I have seen how passionate they are in developing a successful brand and Vexilar is stronger because of their commitment to us."

Sincerely,

*Tom Zenanko | Marketing and Sales Manager
Vexilar Marine Electronics*



Case Studies

Pioneering Sales : Flextone Game Calls



In 2004 Tom Wiley and his surgical tubing inspired game calls were interested in expanding beyond the initial backyard MS market he had established. Virtually unknown in our territory PMI's goal was to get Flextone established as a #3 or #4 game call player at our accounts. From '04-'08 penetration was achieved at the full range of accounts available in this region: box retailers, support at CSI, and key independents. Furthering the success was a memorable booth at dealer shows, participation in sales training opportunities, and distributor salesmen incentives including an early goose hunt at the Burkett hunting cabin. By 2008 all 20 CSI salesmen were personally acquainted with Wiley and Flextone. This success caught the attention of Wildgame Innovations and Flextone was acquired. Wildgame has since invested in promoting the brand and now the entire hunting community knows the Flextone story.

Testimonial

"There is no doubt that Jim Burkett and his efforts through PMI were an essential element to the success of Flextone game calls not only in his territory but his counsel helped me to grow the business throughout the country. He was with me in the trenches as a start up company and saw it through to success at all levels of distribution.

Thanks Jim for all that you did for me and Flextone game calls."

*Tom Wiley | Consultant
Wildgame Innovations*





Case Studies

Creativity : Southern Outdoor Technologies



The makers of the Sportsman's Condo shooting house approached PMI in 2005. Our sales challenge was to find dealers that were not put off by one piece molded houses shipped from a factory in MS. After some experimentation we identified the optimum dealers who could deliver to this demand. This "leader in solid blind technology" is well established today and PMI continues to work in close partnership to address the next challenge of selling an increasingly broader line of related products -- each needing it's own creative selling strategy.

Testimonial

Jim and PMI came recommended from a friend who once told me "Ninety-Percent of the reps in the business aren't worth the money you pay them".

Let me just say, after working with other groups, Jim falls in the other 10% category. He has an easy going, methodical style that gets the job done. He won't pick up a product line just to say he represents it, he must believe in it.

He will not waste your valuable time nor will he blow smoke up your dress. He calls it like it is....which is a refreshing change. He started out a business associate and has become a friend. Jim is honest as the day is long.

Mark Bernegger | President

Southern Outdoor Technologies

