

# pmi 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.

## 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*

