



Sales Management, Consulting & Representation

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Our Mission ...

We strive to be the one and only solution for our clients by providing a broad range of services under one roof.

To our manufacturers - We endeavor to provide the best professional sales management through experience, integrity and hard work.

To our retailer partners - We aim to create the best business relationship built on quality, communication, delivery and growth.

About High Point ...

High Point Business Ventures LLC was originally started as a staffing agency to serve the unique needs of the outdoor recreation industry. Our staffing solutions include sales representative recruitment, retail staff, administrative personnel and guide placement. High Point draws from a large network of outdoor industry professionals with a background and love of outdoor sports.

It was quickly realized that in addition to staffing solutions, manufacturers, retailers and outfitters also need a resource for a variety of services. High Point provides sales management, marketing and retail optimization as well as business planning, strategy, analysis and valuations. The team was built in order to provide a broad range of services under one roof. We strive to be the one and only solution for any needs a business owner may have. To see more about our staff of consultants and our services please click on <http://www.hpointventures.com/who.html> or <http://www.hpointventures.com/services.html> to see details.

The majority of projects we work on are sales related. In fact, multi territory management and regional representation are the primary services we provide to most of our clients. Our founder and principal, Phil Walczynski, being a former independent rep, buyer, sales manager and general manager has an extensive sales background.

Principal Profile ...

Phil Walczynski's Professional Experience

Founder/President - High Point Business Ventures (2008 - present)

As a rep and GM Phil recognized that businesses in the outdoor industry struggle to find, train and retain quality employees. His brain child was an agency to provide a solution to that issue. High Point was started by Phil in 2008. Soon after he realized clients needed more than just staffing so he began providing sales, marketing and business strategy consulting. As things progressed additional consultants were added to expand expertise in other fields. Which brings us to today, providing sales representation and sales management services.

General Manager - Down River Equipment Company (2004 - 2008)

Manufacturer, distributor and retail paddle sport company. From the beginning Phil's goal for this position was to exit Down River in 3 to 5 years a better and stronger company than when he first joined them. That goal was accomplished as the company net increased 15% his first year, 14 % higher the second year and another 25% in 2007 (all three years were Down River's best years on record). Responsibilities included supply chain management and sourcing from Asian factories as well as production in Colorado, management of all departments, inventory control, tracking and evaluating all operations, pricing strategies, strategies to fit demand and budgetary constraints necessary to keep on track with the owners end goals.

Independent Sales Representative - Peak Sports, LLC (1999-2004)

Main vendors included; **Nike ACG, Sugoi, GoLite, Thule, Clif Bar, Camelback, Hobie, Mavic & Ritchey**. Territory included CO, WY, UT, NM, NE, KS, MO, TX, LA, OK, & AR. Peak Sports was a team that managed sales operations including national vendor sales meetings, national & local trade shows, account sales calls and support for dealer base of 1000+ accounts. Actively worked with our vendors to achieve the goals of all parties (retailer, reps & vendor). Introduced and displayed new product to dealer base via clinics, demonstrations and trade shows. Attracted new accounts while increasing existing business. Reported and tracked sales figures, planned marketing and budget programs.

Director of Competition Services - S. Cal. Ski Education Foundation (1998-1999)

Managed Team Mountain High and Mountain High Resort events. Spearheaded fundraising efforts to fund foundation and team. Duties included department budgeting, management of 9 paid staff and 20 volunteers, developing promotional and marketing events.

Director of Skiing, Head Alpine Coach, Assistant Alpine Coach - Western State College of Colorado (1991-1998)

Worked his way up from assistant Alpine Coach to Director of Skiing for an NCAA ski racing program with a rich tradition. Responsibilities included management of budget, travel, training and managing assistants, overseeing academic affairs of student-athletes, planning and implementation of training, planning of home race, recruiting, NCAA D-II compliance and public relations. Implemented several fundraising efforts throughout each season to supplement meager operating budget. Assisted with general WSC Athletic Department fundraising and public relations. Kinesiology & Recreation instructor at WSC.

Bachelor of Arts, Kinesiology with a Sports Science Emphasis
Western State College of Colorado

1993
Gunnison, CO

Current Clients ...



Memberships & Associations ...



Community ...



Trade Shows ...

We attend the Summer and Winter Outdoor Retailer show, Snow Sports Industry Association show, Colorado River Outfitter Association show, America Outdoors Association show and others. Depending on the relevance to our manufacturers and retailers we have and are willing to attend Interbike, Action Sports Retailer and regional rep shows.

Sales Management Options ...

Multi Territory Sales Management

Whether you need to establish a national sales force or breath new life into your existing sales program we will tailor a program for your goals. The objectives are to establish, revamp and manage your sales program, including the recruitment of a sales force.

Independent Sales Representation

We will work as your independent regional representative. Our regional territory is the Rocky Mountains; Arizona, Colorado, Montana, Nebraska, New Mexico, Utah and Wyoming. We serve the following markets; Action Sports, Bicycle, Fitness, Fishing, Outdoor, Paddle Sports and Snow Sports, National, Regional, Specialty and Boutique

Rep Recruitment

High Point has an extensive network of qualified reps. We will run ads in key industry publications and websites, pre-screen, qualify and run background checks on all candidates, make arrangements for the first meeting and facilitate the rep agreement process. High Point guarantees all sales rep placements.

The Role of a Rep ...

At first glance being a sales rep in the outdoor business sounds pretty fun; travel, meeting interesting people, playing with cool toys... But, wouldn't you know, it all comes with a price; job insecurity, fuel costs, sales reports, working weekends, etc. Turns out it is a real job and there are certain traits and skills needed to be a good rep.

Communication skills - must be able to uncover gaps in a customer's business by asking the right questions. Listen to what the customer says and be able to decipher what the customer means.

Persuasiveness - using good communication skills salespeople need to think, listen, diagnose and solve problems. Interpret a customer's challenge as an opportunity and tailor the approach to leverage the opportunity.

Customer Service - In many cases, but not all, a widget is a widget. It is how the customer is taken care of and treated after the sale that makes them come back.

Gear Head - must want to be the expert in the particular field. A good rep knows the products he's selling and the competition's product even better.

Positive Attitude - optimism, positive attitude and like-ability comes from within a person. Great sales reps care about their customers and treat them how they themselves like to be treated. Their customers look forward to seeing them.

Resilience and Persistence - Being in sales means facing rejection, manufacturers and buyers want to see a stick-to-it attitude. Many buyers say "no" the first time just to see if the sales rep is really sold on the product line themselves.

Work Ethic - willing to work extra hours, shows, events, weekends, whatever it takes! And, yes being a road warrior is part of the program.

Organization - good time management and prioritization is key.

Current Events - know the latest and greatest from the territory and industry. Take the time to keep up with current events, the economy, competition and industry trends.

Phil is the driving force in our sales management service, he's been on every side of the table. He is a rep and was a buyer, retailer and manufacturer; he knows what it takes to find a good rep, motivate a sales force and most importantly how to be a good rep.