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*Dick Zell*



*Handleman*

*Premium  
Retail  
Services*

**New General Manager  
And Team Produce  
\$200 Million+  
Profitable New Sales  
Over 10 Years**

**Closed \$5.5 Million  
Services Sale to  
Proctor & Gamble in  
60 Days (penetrating  
new account)**

**20+ Years Leading Sales and  
Effective Execution of Business  
Services. Highlights:**

*Penetrated New Marquee  
Account: **Closed \$5.5 Million in  
Outsourced Services in 60 Days  
with Proctor & Gamble\****

*Grew P&G Account to \$8 million per  
year for eight years.*

**Closed other sales, total  
exceeding \$100 million over 10  
years at healthy margins**

*How Closed \$5.5 Million in  
Outsourced Services in 60 Days with  
Proctor & Gamble\**

- 1. UNUSUAL CIRCUMSTANCES -  
NOT EASILY DUPLICATED**
- 2. We had a healthy outsourcing  
services client that had wanted to  
penetrate P&G for years**
- 3. We had another outsourcing  
services client that had serviced  
P&G for 10+ years. This client was  
being liquidated because its  
parent company had failed and a  
buyer could not be found**
- 4. Ingram negotiated for legal  
releases and was able to move  
three senior people from the  
failing client to the healthy client**
- 5. Within 60 days, the healthy  
client closed \$5.5 worth of new  
outsourced services with Proctor  
and Gamble**
- 7. Work outsourced was a  
Business Process called  
"merchandising services",  
including significant software and  
hardware for "work order  
management and scheduling"**
- 9. ROI between 4.5 and 22 fold  
over 8 years: P&G conducted a  
formal ROI study leading to this  
conclusion**

**See details**

