

**TOM INGRAM &
ASSOCIATES, Inc.**

2031 Chestnut Rd.
Carrollton, TX 75007
972-394-5736
tom@tomingraminc.com
www.tomingraminc.com

Jack Johnson Background Success Stories

Summary Background

- 12+ Years HBC Sales, up to VP Sales
- Managed multiple sales teams up to 10 people

*Manufacturer Sales Success Stories**

Small HBC Manufacturer:

- **\$4 million of brace item pre-sold before product even launched.**

Elmer's

- **Achieved \$15 million Quota**
- \$500,000 in sales of new line of paint products at multiple retailers

Wyeth:

- **Achieved \$33 Million Quota, in Sales for Advil, Chapstick, Robitussin, Centrum**

Maybelline:

- **Achieved 110% of \$80 Million Quota**
- **160% Increase in Giant Eagle Nutrisse Hair Color Sales**
- New item launch of Fructis in major accounts in the Northeast including: ShopRite/Wegmans/ASC/Pathmark/Brooks/Duane Reade
 - **100% ACV was attained within region in 4 weeks** (launch of Fructis Style)
 - **Increased Nutrisse Hair Color from a 3.6% \$ share to 5% \$ share**
- Returns reduced to 15% or \$1.4MM
- **10% sales increase in Northeast**

Playtex

- **Exceeded Quota by \$760,000**
- First in country to sell new product bundle into a retailer (Tops Markets)
- **\$1,200,000 in sales by placing 20 core SKUs in key accounts in the Northeast**
- **Grew Woolite to a 34 Nielsen \$ share in Boston (highest in country)**
- **\$400,000 of additional sales through Banana Boat secondary displays**
- **\$150,000 additional sales by expanding Woolite from 2 to 5 SKUs**
- **Increased Banana Boat share by 30% in Kmart, 25% in Eckerd (DSD)**

- **Exceeded Banana Boat/WalMart quota by 30%**
- **New item achieved over 80% ACV for the entire Boston Market.** (Woolite Wipes launch awarded "Best Launch Market in Country")

Glaxo

- Sales of \$300,000 by placing 150 new products in Penn Traffic, Wegmans, Tops and Kinney Drug over the course of one year. (Estimated)

Retailers Serviced / Worked With / Called On

- **Office Depot**
- **Shopper's Drug Mart**
- **Staples**
- **Rite Aid**
- **Toys R Us**
- **KB Toys**
- **CVS**
- **Fastenal**
- **Wal*Mart**
- **Wegmans**
- **Kmart**
- **Brooks Eckerd**
- **Penn Traffic**
- **Tops Market**
- **Ahold / American Sales Company**
- **Stop & Shop**
- **Pathmark**
- **ShopRite**
- **A&P**
- **Duane Reade**
- **Kinney Drug**

* Success stories are summaries and approximations only. See our web site for additional details on success stories.