

**TOM INGRAM &
ASSOCIATES, Inc.**

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Mel J. Black Background Success Stories

Summary Background

- **22+ Years HBC Sales, up to Region Sales Manager**
- **Managed multiple sales teams, both direct and broker networks**

Manufacturer Sales Success Stories

Himmel Group – Small HBC Manufacturer

- National launch of medicated powder. Increased sales by 608% in first year.
- National launch of shampoo from \$0 to \$16 million. **Gained 92% ACV** in Western Region in 6 weeks.

SANDOZ NUTRITION – SNACK LINE

- National launch of 2 new flavors. **Gained 88 % ACV** in first 6 weeks.
- Increased share in all western markets in first year as follows:
 - **So Cal from 15.8% to 38.8%**
 - **No Cal from 16.7% to 59.1%**
 - **Phoenix from 17.8% to 48.6%**
 - **Salt Lake City from 28.9% to 69.8%**
 - **Denver from 18.5% to 58.3%**

MILES LABS - INSECT REPELLENT

- National launch of new improved insect repellent line. **Gained 100% ACV** in Western Region in 6 weeks.
- Sold the single largest order to **McKesson Drug** on their **fall buy program \$1.8 million.**
- Introduced new line of glass cleaner. **Gained 100%** distribution on two items in all key accounts in 15 western states with **no slotting funds.**

THE DIAL CORPORATION - Personal Care Products

- National launch of new personal liquid soap. **Gained 100% ACV** on both sizes in six weeks.
- National launch on the first new solid antiperspirant & deodorant stick. Gained 100% ACV; going from \$0 to \$88 million in first year.
- National launch on first coco butter moisturizer bar soap. Gained 100% ACV in west in first 6 weeks.

* Success stories and client quotes are provided as general illustrations of past performance, and are not intended to convey exact financial information, circumstances or dialog. No representation is made that a particular prospective client will achieve a particular result. Details on the specifics of each success story are available upon request.