

sales update

SALES UPDATE JULY 2005

Business-to-Business Online Support Series Highlight



FACT:

The World-Wide-Web (WWW) is the most widely used source for information.

FACT:

Consumers searching for information online know one or both of the following:

1. **Westin** - They know us by name and will find themselves on the Westin website
2. **Product** - They know what product they are interested in but don't know the brand name.

Shown: www.westinautomotive.com

Utilizing a search engine, consumers will enter a keyword for what they are looking for and find www.westinautomotive.com. They can find you too! Here's how:

Westin offers two (2) Online Business-to-Business Services to increase your business



Store Locator as seen on the Westin website. Enter area code and press find for list of locations near you.

Online Retailer Referral Service

If you own or manage a retail establishment and sell Westin, the Retailer Referral Service is a simple and easy way to increase sales and let Westin guide customers to your door. That's right! It is an area code based search that allows customers to enter their area code and find the retail establishments in their area. Get listed today!

Contact us by email (sales/marketing@westinautomotive.com) with "**Retail Listing**" in the Subject line and include the following in the body:

1. **Contact Name**
2. **Published local phone number including area code**
3. **Business Name**
4. **Street address, city, state, zip**

E-Tailer Online Listing

If you own a website and sell Westin products online - **You need to be a part of this!** Just as customers are on Westin's website searching and researching the products they are interested in, they can click on the "Order" link and find this approved listing of E-Tailers. You can be one of them! See our Terms and Conditions and fill out the Site Review Form today!



E-Tailer listing as seen on the Westin website (Listed in no particular order).