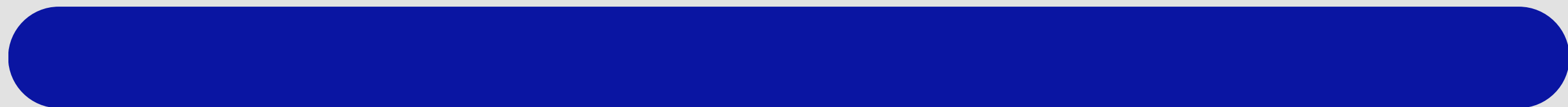
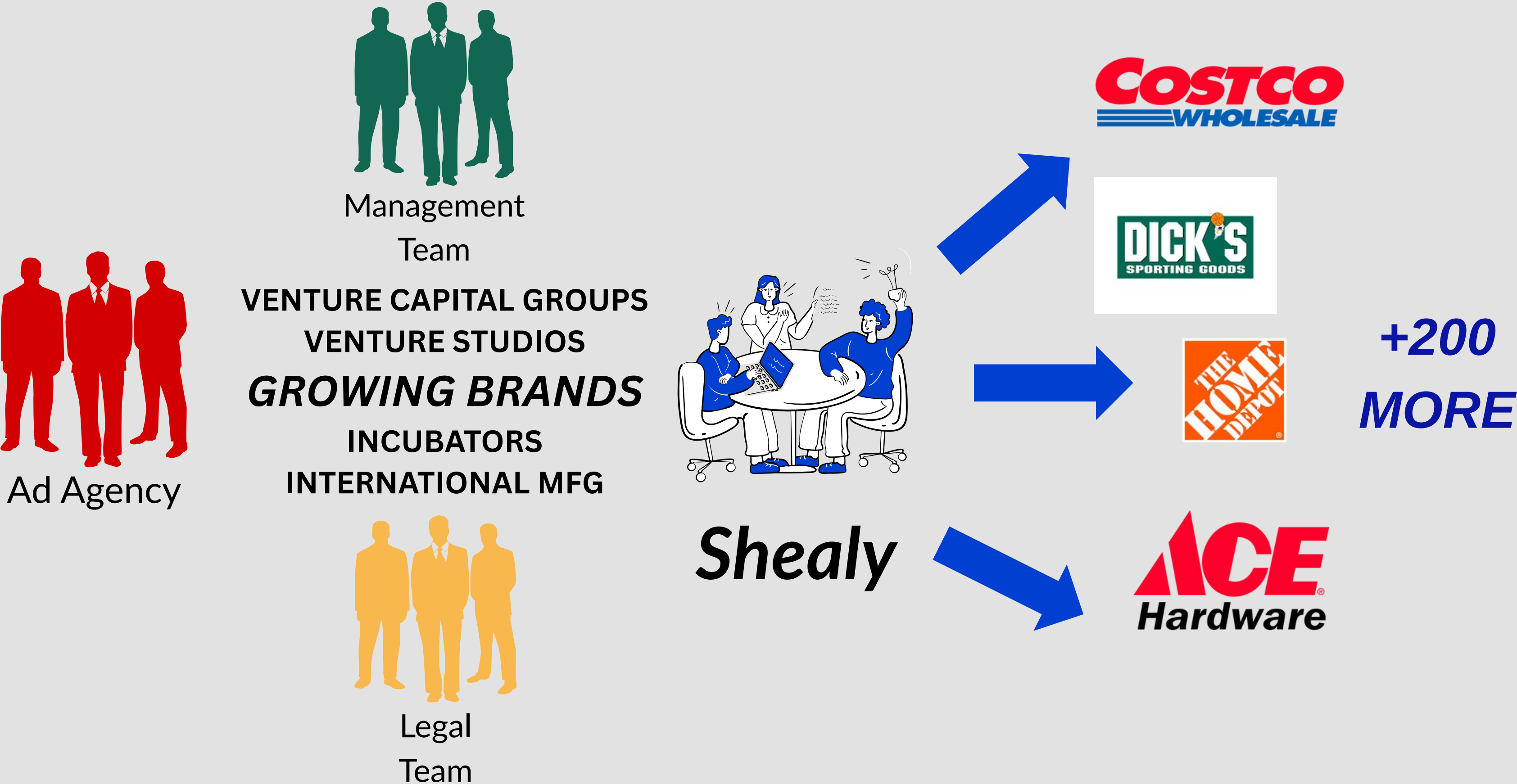




Shealy
Procurement



We are a Fractional “Head of Growth”



Partnering with Market Leaders for Exponential Growth



#1 in category,
based in AUS

petco®

PET SUPPLIES PLUS®
GREAT PRICES. NO BEGGING.

ACE®
Hardware

LickiMat®

Pet Super
market™

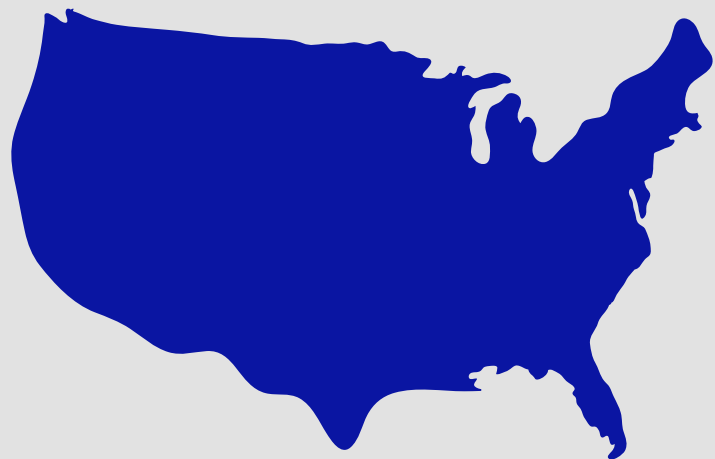
MENARDS®

2+ Years and counting!

Enduring Partnerships, Proven
Successes



Partnering with Market Leaders for Exponential Growth



#1 in category,
based in USA



Walmart



2+ Years and counting!

We Partner with **Domestic & International**
Category Leaders



Partnering with Market Leaders for Exponential Growth

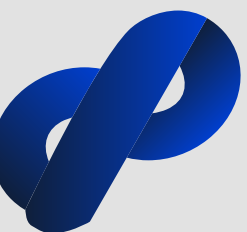


#1 in category,
based in UK



Market-Leading Auto Paint Brand

We Partner with **Domestic & International**
Category Leaders



Scope of Service

1

Getting you placed...

SOPHISTICATED SALES REPRESENTATION:

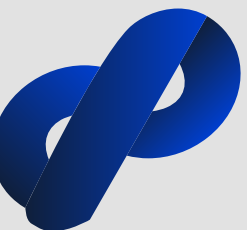
- Retail-ready Brand & Packaging Consulting
- Key Buyer Connections, Introductions & Pitching
- Trade Show Operations & Support

2

Scaling your brand...

FULL-SCALE MERCHANDISING SUPPORT:

- Brand-Market Positioning
- Line Review Preparation & Completion
- Buyer Relationship Management
- EDI & Shipping Compliance Advisement
- Retailer Ordering Ops & Management



Key Account Management

Scale with large retailers for the long-term

- Packaging re-design, advisement & positioning consultancy
- New product line introduction & sales support
- Customized retailer assortment proposals
- Buyer relationship & line review management

- Product sampling coordination
- Retailer shipping & payment compliance
- Strategic manufacturer sourcing support
- Item & product data uploading management



Trade Show Service

Let us take your brand on the road!



1. EVENT PLANNING AND LOGISTICS

2. PROFESSIONAL SALES REPRESENTATION



3. SHOW SPECIAL ORDERING COORDINATION

Timeline

(Months 1-6): Sophisticated Sales Representation & Brand Positioning:

Phase 1

Activities: Tailored buyer presentations, trade show representation, and brand market positioning.

Objective: Introduce and position your product effectively to key retail buyers.

(Months 6-12): New Account Onboarding Activities:

Phase 2

Vendor setup, electronic onboarding, and in-store placement coordination.

Objective: Ensure seamless integration of your product into retail systems.

(Months 12-24): Key Account Development & Expansion Activities:

Phase 3

Purchase order negotiation, buyer relationship management, and strategic scaling through new retail partners.

Objective: Foster long-term growth and expand your product's retail presence.

Our Team



NIGEL FISHER
International
Sourcing, Hardware



JACOB SHEALY
Founder & Director
of Accounts



RILEY FRAZIER
Account Executive



Nashville, TN

shealyprocurement.com



Great Relationships Make a Great Company





Partner With Us!

