



**Shealy
Procurement**



We are a Fractional “Head of Growth”

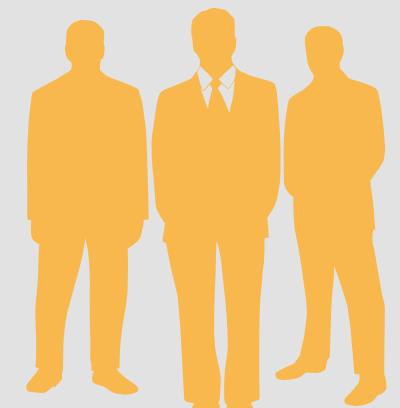


Ad Agency



Management
Team

VENTURE CAPITAL GROUPS
VENTURE STUDIOS
GROWING BRANDS
INCUBATORS
INTERNATIONAL MFG



Legal
Team



Shealy

COSTCO
WHOLESALE

DICK'S
SPORTING GOODS

THE HOME
DEPOT

ACE
Hardware

+200
MORE

Partnering with Market Leaders for Exponential Growth



**#1 in category,
based in AUS**

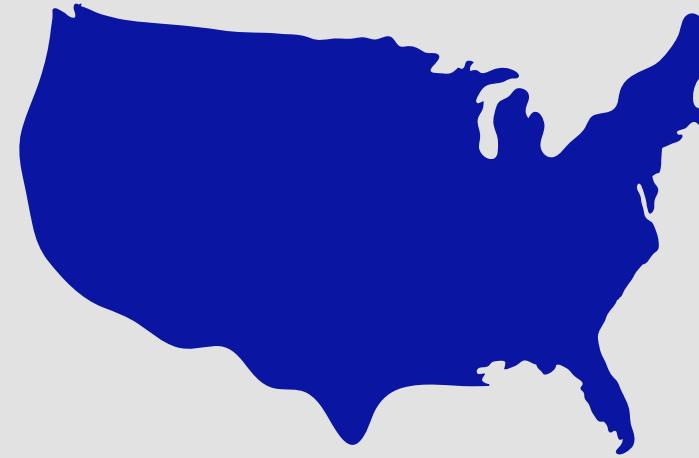


2+ Years and counting!

**Enduring Partnerships, Proven
Successes**



Partnering with Market Leaders for Exponential Growth



**#1 in category,
based in USA**

Walmart

**TSC TRACTOR
SUPPLY CO**

2+ Years and counting!

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



**NORTHERN®
TOOL + EQUIPMENT**



Partnering with Market Leaders for Exponential Growth



#1 in category,
based in UK



MID-STATES



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



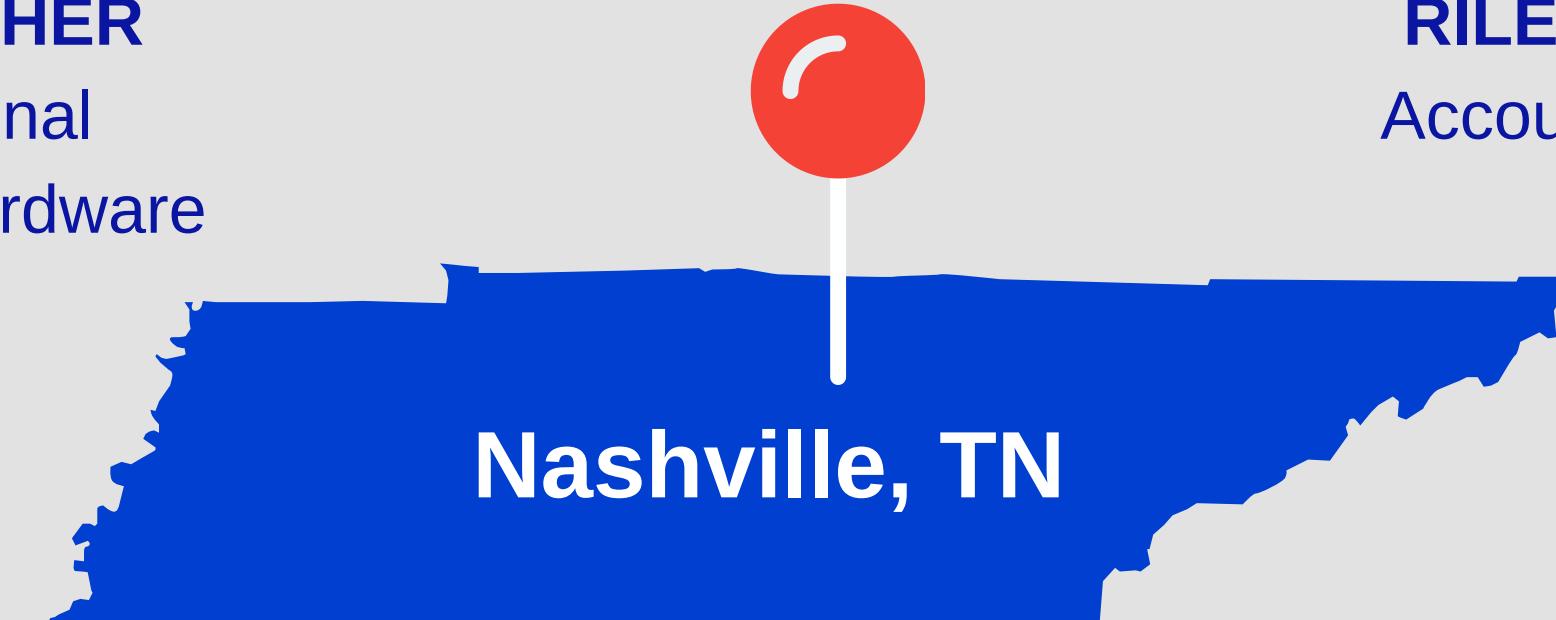
NIGEL FISHER
International
Sourcing, Hardware



JACOB SHEALY
Founder & Director
of Accounts



RILEY FRAZIER
Account Executive



shealyprocurement.com



Great Relationships Make a Great Company





Partner With Us!

