

# Cicchini International Inc.

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To Who it may concern,

I am a manufacturing agent, responsible for key account representation, and store level service, for several companies in eastern Canada.

Two key companies I represent, are Kiss Nail, based in the USA and ACI Brands, based in Toronto.

I have been given the mandate from both companies, to manage all Drug, Food and Mass retailers based in Quebec.

My key, responsibility, is to manage the head offices sales and marketing plans and most important, to insure store level service wherever required.

The store level service, is critical in Quebec, since this is the only province, whereby retailers are expecting regular service calls, which involves the following actions, required to maximize sales:

1. Planogram implementation
2. Repeat order transmission through the retailers warehouses
3. Solicitation of promotional orders
4. Attending regular buying shows
5. Handling of credits/ damages
6. Basic customer service needs

Since my specialty, is key account management, it was very important for me, to align my companies, with a professional, and reliable service company, that would work hand in hand with me, to ensure we both maximise sales and service in our mutual customers.

SVM, was the best sales/ Service Company that was able to offer the following key services, which are essential to insure customer satisfaction, and sales objectives:

1. Beaver system
2. Representatives use tablets for soliciting promotions, repeat orders, credits, etc.... totally paperless
3. EDI capability – (no faxing of orders)
4. Trained Professional representatives with many years of experience primarily in the cosmetic sector
5. All representatives are employed by SVM; hence their focus is on the companies directives and not their own
6. Ability to meet the representatives, on a monthly basis for sales feedback, and new product training

For these reasons, I highly recommend SVM Marketing led by their president Serge Villeneuve, to any vendor, wanting to achieve the same sales and service objectives, as I have had, for the past 10 years.

Regards,



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Key Account Manager

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