

# Solutions for Today's Retail



## Engaging Consumers in Today's Retail Shopping Experience

Want better sales for your brand or your retail organization? MarketSource becomes an extension of your brand, delivering great customer experiences and superior sales results.



### Brand Advocacy | Virtual + In-Store

Our passionate and knowledgeable brand advocates increase mindshare and build excitement among retail sales associates and managers. Virtual brand representatives improve partner support and relationships and increase brand sell-through using instant messaging, text and web or video chat.



### Assisted Selling | Virtual + In-Store

Our experts create personalized engagements—online and in-store. With in-depth brand and product knowledge, they guide product choices, make recommendations, increase sales and achieve greater upsell and cross-sell.



### Training | Virtual + In-Person

Online or in-person, our learning and development experts design and deliver impactful training that is engaging and memorable, using state-of-the-art learning techniques and technology. From instructional design and content development and production, to expert facilitation and a robust learning management system, we can train any size audience.



### Experiential

We bring your brand to life through memorable brand experiences and sales through in-store demos, pop-up shops, promotional events, product launches, and more.



## Direct Sales

Our people, processes and technologies help you achieve faster, more flexible and more cost-efficient sales.



## Store Operations

Our retail operations teams handle everything from staffing, POS, inventory management, logistics, and store set-up.



## Staffing

MarketSource has recruiters with the precise skills and experience, supported by industry-leading technology and **processes**, that can result in tremendous impacts to the organization and revenue.



## Merchandising

Our team drives visual presence through audits, adjusting display/product sets, facilitating NPIs, and engaging store leadership to maximize placement, positioning and POP.



## Consulting

With a team of seasoned retail experts, MarketSource works with retailers and brands to deliver great customer experiences and superior sales results.

## Leading Outsourced Sales Provider in North America

MarketSource is a single-source, full-service provider. We're nimble and fast. Businesses today are operating at a pace never imagined, and they need a partner that can flex and adjust to match—and exceed—that speed. And, in an ever-changing environment, they need a partner that can flex and adjust just as quickly.

**\$6B** in annual client sales delivered

**100+** sales recruiters

**8,000+** sales reps inside and outside



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