

Hello *NAME*,

I hope this note finds you well and enjoying a productive and prosperous year!

As part of a continuous effort to better engage with my retail partners, I'm pleased to announce that I have joined **The BIG Network**, an organization that facilitates data-sharing between vendors and retailers. I am utilizing their **Sales Rep Direct** program, which allows me to collect sales and inventory data directly from my retailers for all of the product lines I represent.

The BIG Network offers an opportunity for truly collaborative data analysis through its cloud-based web platform, Balance to Buy. This platform interfaces directly with retailer POS systems as a 3<sup>rd</sup> party data collection process, allowing sales reps to work with up-to-date information on your sales, inventory, and turn. Should you choose to partner with me through Balance to Buy, I would use this reporting to help manage your inventory, improve the health of our business, and grow our mutual sales.

You will incur ***no cost*** to share data with me on The BIG Network via Sales Rep Direct. I am making this investment in our partnership because I firmly believe that timely sales and inventory analysis will help me better define and cater to your business's specific customer and cadence.

Below, you will find a link to more information on Sales Rep Direct, The BIG Network and Balance to Buy. To partner with me, simply click the button at the top of the page, complete the permission form, and The BIG Network will do the rest!

<https://bigjewelers.com/permission-sales-rep-direct/>

Once your data feed is set up and transmitting, you will be able to log into Balance to Buy and use your Partner Permission Page to request partnership from any BIG Network or SalesRep Direct vendor using the below steps:

- Hover on the Home tab in the top left corner of your Balance to Buy landing page
- Select "Partner Permissions" from the drop down menu
- Find the vendor you would like to partner with and click "Request"

If you would like more information on this venture, please don't hesitate to reach out to me or to our BIG Network team directly – their information can be found at the bottom of this note. I look forward to strengthening our business together!

All the best,

NAME

The BIG Network

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