

Hello *NAME*,

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

As part of our continuous effort to better engage with our retail partners, I'm pleased to announce that **VENDOR** has joined The BIG Network, an organization that facilitates data-sharing between vendors and retailers.

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 **VENDOR** to work with up-to-date information on your sales, inventory, and turn. Should you choose to partner with us through The BIG Network, **VENDOR** 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 us on The BIG Network. **VENDOR** is making this investment in our partnership because we firmly believe that timely sales and inventory analysis will help us better define and cater to your business's specific customer and cadence.

Below, you will find a link to more information on The BIG Network and Balance to Buy. This site includes a wealth of information on the program, including an overview of The BIG Network, a list of frequently asked question, and a video that details the data-sharing process and structure. To partner with **VENDOR**, simply click the button at the top of the page, complete the permission form, and The BIG Network will do the rest!

#### ***VENDOR PAGE LINK***

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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