

LAUNCHPAD

Using Co-op to Accelerate Your Rebound: Leveraging Untapped Economic Fuel

4/21 1:45pm-2:00pm EDT

If you're like most independent industrial distributors, your key focus is a return to growth. Unfortunately, if you've taken the financial hit most of your peers have, the resources for investing in growth are sparse. But there's an often-overlooked resource you have at your disposal to accelerate your rebound—co-op marketing funds. Most independent distributors leave untold thousands on the table in unclaimed co-op funds. Others claim co-op money, but fail to use it to fund growth-oriented projects. Stop leaving co-op marketing funds on the table and start putting them to use to grow your business!

Join Rivet|MRO's founder, Tim Rasmussen, as he shows you how to:

- Create an action plan to find and claim more co-op marketing funds
- Gain the buy-in and co-operation you need from your suppliers
- Develop strategies to use co-op funds to generate growth

Speaker Bio:

Tim Rasmussen

Founder, Rivet|MRO



Tim Rasmussen founded Rivet|MRO to serve the unique marketing needs of independent industrial distributors. Prior to starting Rivet|MRO, Tim served as the director of marketing for ITW Pro Brands and managed a brand portfolio including LPS, SCRUBS, DYKEM, Spray Nine and more. He has more than 35 years of strategic marketing experience with companies like Procter & Gamble, Chase, Schwan's, Anheuser-Busch, Bombardier and John Deere...and brings that experience to Rivet|MRO's distributor clients.

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