

**Dillon Calkins**

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GRAPHIC DESIGNER

dillonscalkins@gmail.com

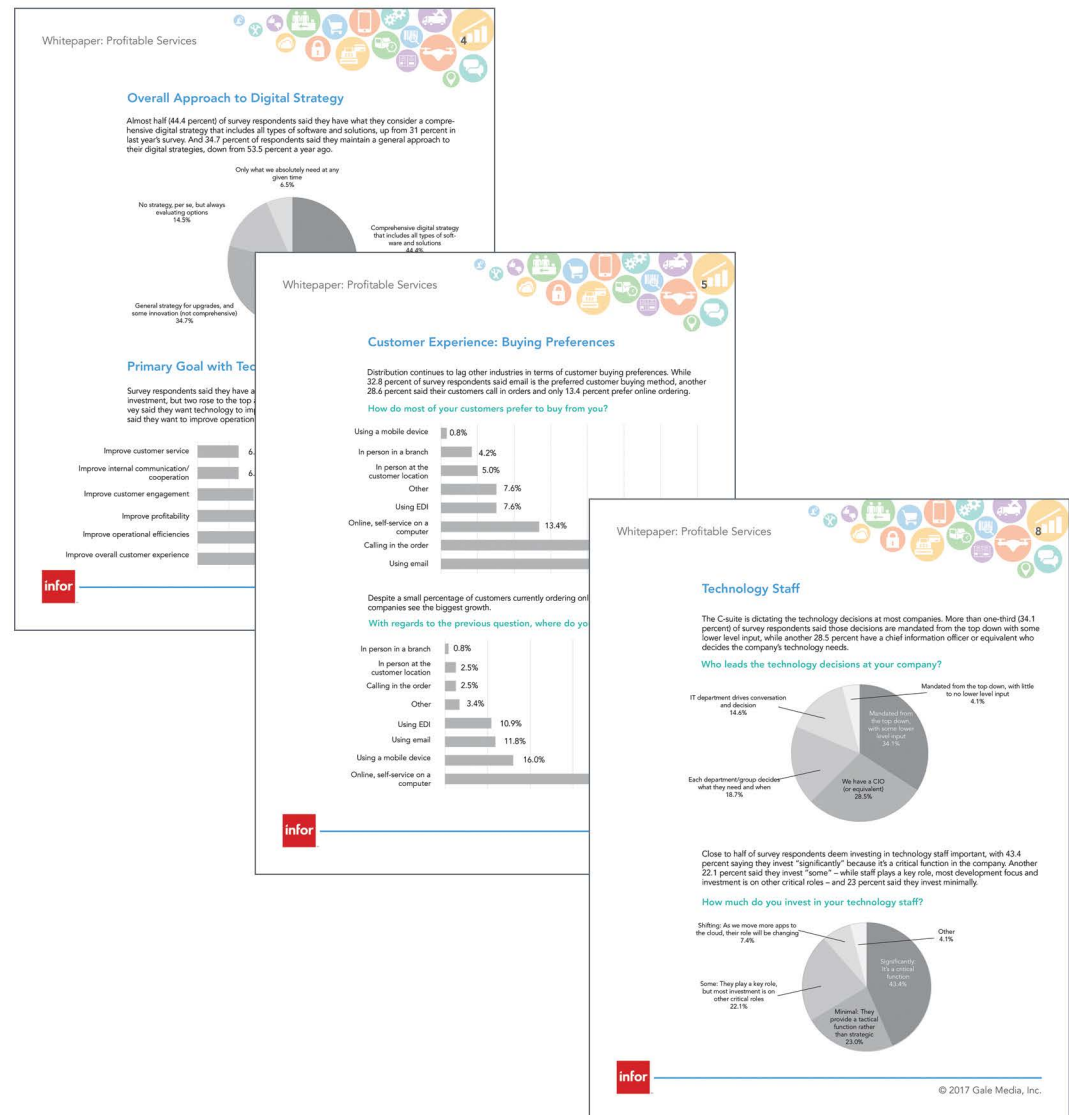
**Portfolio**

## Digital Strategy in Distribution: Profitable Services



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infor



# White Paper for B2B Audience

Custom icons and graphs created in Adobe Illustrator. Layout and overall design created in Adobe InDesign.



# 5 Ways to Grow Your Business in 2017

By Larry Davis



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## White Paper for B2B Audience

Custom illustrations created in Adobe Illustrator. Layout and overall design created in Adobe InDesign. Content is repurposed from blogs, creating a downloadable marketing freebie.

### 5 Ways to Grow Your Business in 2017

Customers continue to seek a one-stop shopping experience paired with a high level of service. Their expectations are increasing for a seamless supply chain and technologically sophisticated suppliers. How will you respond?

As we move further into 2017, keep these five recommendations in mind as you plan for growth in this increasingly complex and competitive market.

### 1 Strategically diversify.

Distributors looked to new product categories during the Great Recession to grow market share in a tough market. Diversification has been a viable and important strategy for distributors that want to consolidate supply chains.

Distributors big and small are diversifying to ensure important customers also provide an in to the market.

To accomplish this, distributors are taking advantage of new technologies, which can enable the ability to go deeper into a market. For example, in some cases, they are more commoditized into a supplier's portfolio. A master wholesaler without the inventory to support a large number of product categories is at a disadvantage.

### 2 Optimize your logistics.

Customers' expectations for supply chain efficiency were built in the age of Amazon. In other words, logistics capabilities are no longer a differentiator. How can you ensure your supply chain is up to par with the competition?

Part of this is streamlining your own operations and identifying how you can reduce your cost to serve individual customers. Work with your channel partners to save on shipping by consolidating orders and invoices, and take advantage of drop-ship opportunities offered by master wholesalers. Embrace technology to automate processes that you may be doing by hand right now.

Don't try to do everything at once. Identify low-hanging fruit and start improving the customer experience right away.

### 3 Make data-based decisions.

Data-free decision-making is like shooting blind. You may hit the target, but you're far more likely to hit air. At AgoNow, we have prioritized the use of leading-edge market analytics to help distributors and manufacturers identify new opportunities for growth.

So before you even start diversifying offerings or optimizing operations, take a look at the numbers.

Analytics can provide you with the current state of your business – a good starting place – and then help you identify opportunities to improve efficiencies or sell more, whether to existing customers or new ones. Data such as that provided by MDM Analytics, which gives visibility into industrial product markets with market-size estimates and targeted prospect lists, provides direction for your sales and marketing teams so that you can build a strong business.

### 5 Ways to Grow Your Business in 2017

on strategies to grow your business:

**mdm premium**

**MDM Premium subscribers receive the following benefits:**

- MDM Market Leaders & Distribution Trends Special Report – the premier annual publication for the wholesale industry – plus year-round coverage of industry trends
- Quarterly Pricing Trends Report, Product Consumption Report, Baird Quarterly Distribution Survey and more
- Public company financials, market moves and more
- on your peers and competitors: Interviews with key players in and with distribution companies
- Two 12-page issues emailed directly to your inbox each year

**Diverse coverage across sectors:** Case studies, M&A deal analysis, surveys and more

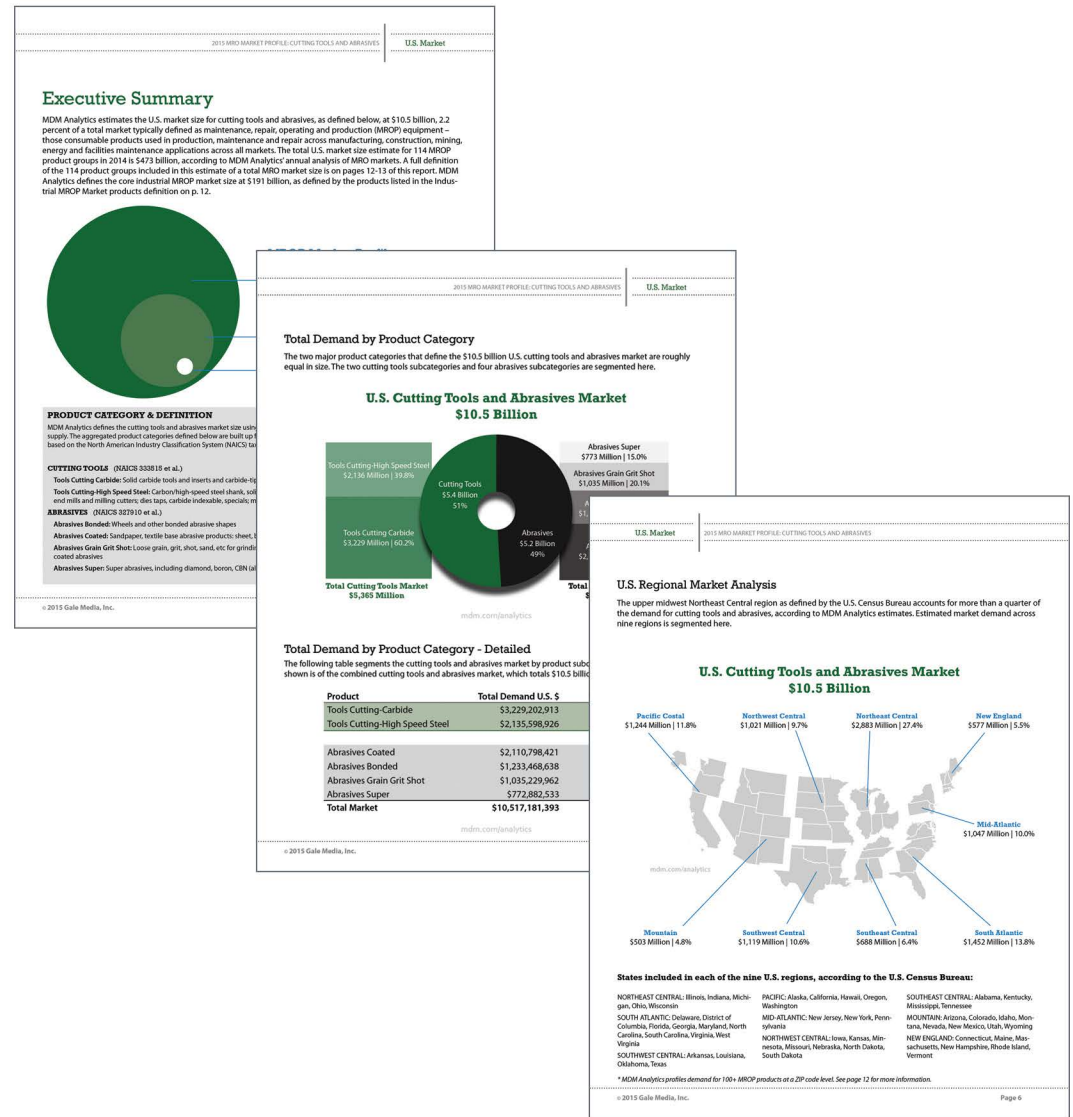
**Years of research:** 24/7 access to online archives with more than 10 years of best practices and trends in distribution

**Discounts on MDM Store items:** including the Economic Benchmarks for Wholesale Distribution, Competitive Landscape report and more

MDM Premium subscribers receive unlimited access to all mdm.com content and are emailed a new issue with objective and comprehensive content twice a month.

**Subscribe today:** Online at [www.mdm.com/subscribe](http://www.mdm.com/subscribe) or by phone at 888-742-5060.

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## Data Report for B2B Audience

Custom graphs and map image created in Adobe Illustrator. Report laid out in Adobe InDesign. Original layout is from an existing template set within company branding guidelines.

**Finding Your Acquisition Ally**

mdm webcasts 10/18 | 1 PM EDT

**KeyBanc**  
Capital Markets

**Register Now**

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**What's in Your Customer's Wallet?**

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Best Practices to Grow Wallet & Market Share

Featuring Jonathan Bein

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**What's in Your Customer's Wallet?**

Best Practices to Grow Wallet & Market Share

Featuring Jonathan Bein

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mdm webcasts

**Finding Your Acquisition Ally**

Free Webcast  
October 18  
1 PM EDT

Sponsored by:  
**KeyBanc**  
Capital Markets

*How to grow through M&A with the right financial partner.*

mdm webcasts

**What's in Your Customer's Wallet**

Free Webcast  
October 26  
1 PM EDT

Sponsored by:  
**PROS**

*Best Practices to Grow Wallet and Market Share*

## Web Banners for B2B Audience

Ad sets made for a variety of web banner and Twitter standard ad sizes in Adobe Photoshop.



Research-based content analysis on trends and best practices in wholesale distribution.

Surveys and reports benchmark sales performance, market share and help you build forecasts.

Real-time analysis of competitor market moves, M&A, earnings and marketing strategies.



## Print Floor and Table Top Banners

For use at trade shows and industry conferences. Created using Adobe Illustrator and Photoshop. These materials were created to launch company's rebrand.



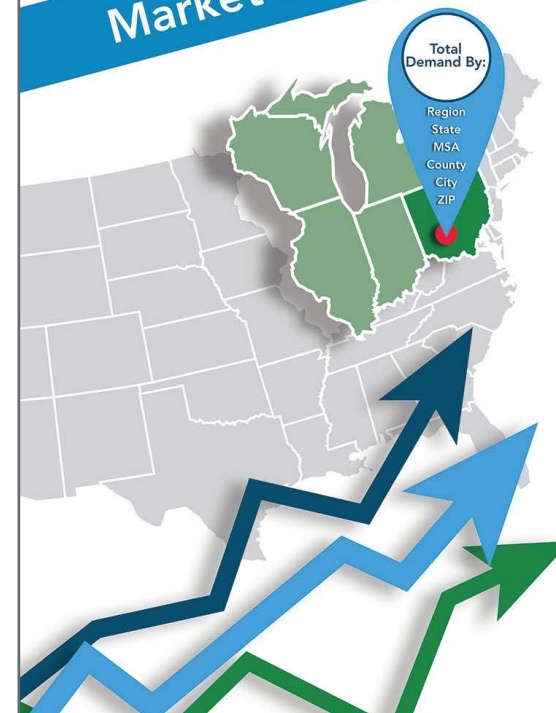
Market Intelligence  
for Strategic Growth

[mdm.com/analytics](http://mdm.com/analytics)

Market Profiling

Target Prospecting

Market Data Services



**Dillon Calkins**

GRAPHIC DESIGNER

Dear Seth,

I hope you have been enjoying reading MDM Update, our free daily newsletter.

I want to share with you one of our most popular free reports, the [MDM 2017 Top Distribution Companies](#). This free PDF includes lists of top distribution companies across 14 sectors. [Click here to download the free report.](#)



#### The Wholesale Distribution Trends Double Issue

Dive deeper into what the market leaders in distribution are doing to respond to the trends facing the industry.

This annual publication for the wholesale distribution industry was researched and written by MDM editors based on interviews with dozens of wholesale distributors, as well as industry experts and manufacturers.

Featured in this trends issue:

- [Better Business Outlook for Industry](#) – Diversification key to success in current market.
- [Amazon Elevates 'Right-Now' Expectations](#) – Just-in-time is just too late for many end customers.
- [Sales Models: From Lone Wolf to Pack Hunting](#) – Customer preferences shift companies away from outside sales.

This issue is part of an [MDM Premium subscription](#). To thank you for reading MDM Update, we're offering a 10% discount on MDM Premium. Use promo code **WELCOME** at checkout.

**Upgrade Now**

Thank you for your readership,

Thomas P. Gale  
Publisher  
Modern Distribution Management



"MDM provides an insightful perspective into the industrial distribution market that would be enormously expensive to obtain through traditional research."

– Floyd Miller, President & CEO, SupplyPro, Inc.

MDM Premium Subscriber

Dear Seth,

I hope you've had a chance to read our [Top Distribution Companies report](#).

I take great pride in the quality of the research and writing that goes into our free content found in our blogs and the articles found in our newsletter, MDM Premium. Our editorial team continually provides in-depth distribution industry trend analysis across all sectors.

If you haven't had a chance, check out our [Wholesale Distribution Trends Special Issue](#).

#### Stay competitive with top content from MDM Premium:

- [Grainger's Pricing Solution](#)
- [Selling to the Next Generation](#)
- [E-Commerce Inches Toward Maturity](#)
- [MDM Interview: Essendant's Path Takes a New Twist](#)
- [How Sales Comp Can Drive Sales Growth](#)

Access to all of these articles is included in an MDM Premium subscription. Go beyond the daily news and highlights to help your company beat your best competitors.

As a bonus for signing up for MDM Update you can save 10% on an MDM Premium subscription. Use promo code **WELCOME** at checkout.

**Upgrade Now**

Thank you for your readership,

Thomas P. Gale  
Publisher  
Modern Distribution Management



"It keeps me abreast of the latest happenings in my industry. I find some valuable content regardless of which industry is discussed."

– Dan Vest, Co-Owner, Midpoint Bearing

MDM Premium Subscriber

Dear Seth,

In 2017, more than 40 percent of all online sales in the U.S. will go through Amazon. The threat from Amazon to the distribution industry is real and here to stay.

As distributors are caught in the crossfire, they need to understand the Amazon effect in their markets and separate actions that are a threat from those that aren't. To grow, they need to focus on and invest in the areas where they hold an advantage over Amazon.

MDM has [released a series of articles](#) examining the threat Amazon poses and where distributors should – and shouldn't – try to compete.

#### Not an MDM Premium subscriber?

[Subscribe today for full access.](#) Modern Distribution Management has been helping distributors and their channel partners grow profitably for more than 50 years.

Critical articles that examine the Amazon threat include:

- [Amazon Business: The Burning E-Platform](#)
- [Amazon's Prime Target: Your Business](#)
- [Amazon Gets Down to Business](#)

[Subscribe to MDM Premium](#) to access these in-depth resources to strengthen your position for 2018.

**Subscribe to MDM Premium**

Do you have questions about these topics, MDM Premium or something else? Please give us a call anytime at 888-742-5060, or email [info@mdm.com](mailto:info@mdm.com).



Thomas P. Gale  
CEO/Publisher  
Modern Distribution Management

P.S. – Here's how a subscriber defines the value of MDM Premium:

"MDM is a great content, delivered in a timely manner, but I also sense the mission behind their writing. MDM has a genuine concern for distributors and wants them to succeed."

– Roger Woodard, President, Alliance Distribution Partners

#### BONUS: MDM Premium Special Reports, free with your subscription:

- [2017 Distribution Trends Double Issue](#)
- [2017 State of E-Commerce in Distribution](#)
- [The Sales Gorilla in the Room](#)

[Access MDM Premium Special Reports.](#)



## Email Welcome Series

Created custom graphics and wrote copy for this series. The messages were created in a drag-and-drop editor and were used in a marketing automation campaign for new list sign-ups.

**The 2017 Mid-Year Economic Update****Free Webcast:** Thursday, June 8 | 1PM EDT (60 Minutes)

If you would like to stop receiving emails about this June 8 webcast but would like to be notified about our next webcast, please [click here](#). This will remove your email address from messages associated with this event only.

**Register Now**[Register for Post-Event Access](#)

A new administration and holds on several regulatory actions have prompted cautious optimism halfway through 2017. Deflationary pressures drove down the real value of production in 13 of the 19 wholesale distribution industry sectors in 2016. Hardest hit were oil & gas and agriculture – two commodity-based industries where prices look to stabilize in 2017.

In this webcast, Brian Lewandowski, associate director of the business research division of the University of Colorado Boulder's Leeds School of Business, takes a closer look at the economic trends of the last year and shares his thoughts on the wholesale distribution industry's outlook for 2017 and 2018.

Lewandowski and Thomas P. Gale, publisher of Modern Distribution Management and president of MDM Analytics, also present highlights from MDM's newly released 2017 Economic Benchmarks for Wholesale Distribution and show how distributors can use these reports to benchmark their performance within a changing industry.

You will learn:

- The economic trends that emerged from last year
- Which sectors are expected to grow the fastest and slowest
- Revenue forecasts for 2017 and 2018
- The state of employment and unemployment

[Register For Free Live Event](#) | [Register for Post-Event Access](#)

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**Webcast Speakers**

**Brian Lewandowski**  
Associate Director, Business  
Research Division, University  
of Colorado Boulder's Leeds  
School of Business



**Thomas P. Gale**  
Publisher, Modern  
Distribution Management &  
President, MDM Analytics



**Ranga Bodla**  
Head of Industry Marketing,  
NetSuite

**MDM Premium Bonus Report:****U.S. MRO Market Snapshot**

The 2017 U.S. MRO Market Snapshot, available exclusively as a bonus to MDM Premium subscribers, provides a high-level overview of the U.S. MRO market, based on 2016 numbers.

You must be an MDM Premium subscriber to download this report.

[Access this Bonus Report](#)**This snapshot includes:**

- Total estimated market demand for MRO products in the U.S.
- Estimated consumption of MRO products by macro product categories: industrial MRO, electrical MRO, construction/facility MRO and other MRO
- Estimated consumption of MRO products by nine U.S. regions
- Top 10 MRO product categories consumed by: manufacturing end markets, construction end markets and other end markets (based on 2-digit NAICS code)

**Benchmark Against Competitors with MDM Premium**

MDM Premium provides you the content and data you need to benchmark your performance against the industry.

Subscribers have full access to valuable data reports such as: Quarterly Pricing Trends Report, Product Consumption Snapshot, MDM-Baird Quarterly Distribution Survey and more.

You'll receive two 12-page issues emailed directly to your inbox each month with an MDM Premium subscription.

Keep up with trends and grow your business.

[Subscribe to MDM Premium Now >>](#)

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**TOP 40** Industrial  
Distributors  
+ 14 other sectors

**Just Released: 2017 Top Distributor Lists**

Dear Dillon,

Our long-anticipated 2017 Top Distributor Lists, featuring the MDM Market Leaders in 15 sectors, are now available.

[VIEW 2017 TOP DISTRIBUTORS](#)

Each year, our team spends several months collecting and analyzing data to build our Top 40 Industrial Distributors list, as well as the top distributor lists in 14 other sectors. It's the most comprehensive report of its kind in the distribution industry.

This year marks our eighth year compiling these lists. When viewed year-to-year, these lists provide a picture of market shifts and insights into what's driving growth for the largest distributors.

Our goal with these [lists](#) is to provide an accurate picture of distribution market leaders in each sector.

**View the top distributor lists in each sector:**

- [Top 40 Industrial Distributors](#)
- [Top 25 Electrical Distributors](#)
- [Top 10 Power Transmission/Bearings Distributors](#)
- [Top 10 HVACR/Plumbing Distributors](#)
- [Top 10 Building Material/Construction Distributors](#)

**Other Sectors**

- [Electronics](#)
- [Fluid Power](#)
- [Fasteners](#)
- [Gases & Welding Equipment](#)
- [Hose & Accessories](#)
- [Industrial PVF](#)
- [Jan-San](#)
- [Pharmaceutical](#)
- [Plastics](#)
- [Safety](#)

2017  
**DISTRIBUTION TRENDS**  
Double Issue

MDM's Top Distributor Lists are a part of our annual [Distribution Trends Double Issue](#), based on interviews our team conducted throughout the year along with our survey of hundreds of distributors. [That popular report is now available.](#)

Please let us know if you have any questions about our annual Top Distributor Lists, as well as our Distribution Trends Special Double Issue. Thank you to everyone who contributed.




**Jenel Stelton-Holtmeier**  
Editor  
Modern Distribution Management



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# E-Blasts for B2B Audiences

Created custom graphics using Adobe Illustrator and Photoshop. The messages were created in a drag-and-drop editor and represent messaging for webinar registration, new report availability, and the launch of an annual industry report.



An MDM/RCG event

Executive Workshop: March 1-2, 2017, The Westin Austin Downtown, Austin, TX

## What used to work doesn't today.

Join us for this 1.5-day Executive Workshop for a road map to change a traditional outside-sales-centric model into a more adaptive and customer-responsive multichannel system.

Lead your sales team to be a more effective force, one that thrives even in disruptive markets. Adaptive, relevant, focused. Management directed.

Seating is limited for this exclusive event and filling fast.


**Register Now**

[View the agenda](#)

## Who Should Attend?

Executive management and policy-setting senior sales executives.

Click on the video below to hear why Mike Marks, co-host of Sales GPS 2017, thinks you'll be a good fit at this executive workshop.




Mike Marks, Sales GPS 2017 co-host

**See the Full Schedule**

## KEYNOTE

### Critical Elements for Sales Transformation



**Charles Lingenfelter**  
Former President & CEO, Industrial Distribution Group  
Principal, Stonefence Advisers LLC

### Session Leaders

**J. Michael Marks:** Co-Host, Indian River Consulting Group


**Thomas P. Gale:** Co-Host, Modern Distribution Management

**Jonathan Bein:** Real Results Marketing

**Mike Emerson:** Indian River Consulting Group

**Brian Gardner:** SalesProcess360

**Bill Kershaw:** MDM Analytics



[Learn more about our speakers >>](#)

## Join Us!

Executive Workshop: March 1-2, 2017,  
The Westin Austin Downtown, Austin, TX

Limited Seats Available!

**Register at Early Bird Rates**



Early bird rates are available until Dec. 15.


Peter Drucker said that a decision to study something some more is often just a decision to do nothing. It is a choice to lead or react. The issue is how to start. For some it is a commitment to actively go get some hard information and see what others on the path have already done, including their false starts. Having this knowledge becomes the foundation for starting to determine your own path.

Dillon, we hope to see you in Austin at SalesGPS 2017!

Thomas P. Gale

J. Michael Marks



An MDM and Indian River Consulting Group Event

## Set a New Course for Your Distribution Sales Model

Executive Workshop: March 1-2, 2017, The Westin Austin Downtown, Austin, TX  
An MDM and Indian River Consulting Group Event

Dear Dillon,

The economics of relationship selling have changed dramatically, but the fact is most distributors are either unaware of these tidal shifts or trying to determine how to respond.

- Are there indicators that your field sales team is challenged by how customers buy today?
- Are you seeing persistent red flags from digital channels and new competitors?
- Does competitive price pressure seem to be increasing and taking a larger role?

If you answered yes to any or all of the questions above, Sales GPS 2017 Executive Workshop will jumpstart your path forward from the time honored self-directed generalist sales process to a management-directed team of specialists.

### Early Bird Registration Ends on Dec. 15:

0 DAYS

0 HOURS

0 MINUTES

0 SECONDS

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**Register at Early Bird Rates**

The trick is to transition to a more adaptive model without blowing up your business along the way – or worse, getting stuck in the transition.

This 1½ day event, co-hosted by MDM and Indian River Consulting Group combines insights from leading industry experts with peer distributor case studies to give you practical tools to transform your sales force. This is not a PowerPoint blast for seminar junkies. It is sharing real research and focused discussions with others on the path. Odds are that you won't be the smartest guys in the room.

## Who should attend?

Executive management and policy-setting senior sales executives.

## What Will You Learn?

Sales GPS is the only conference that focuses exclusively on how to change the role of the distribution field sales rep into a more targeted and powerful system that is management-driven.

Workshop sessions will cover:

- Understanding the economic and behavioral drivers behind changing customer buying practices
- Best practices of distributors transitioning to a more effective sales process
- How to avoid the good ideas and other assumptions that create false starts
- Realigning sales efforts around what customers are buying, not what most think they are selling
- Why major shifts in incentive compensation are required for alignment

## E-Blasts for Conference Registration

Layout and color scheme created in a drag-and-drop editor. A master template was created to allow for sections to be selected for specific messages to achieve targeted messaging. Audience was B2B C-level executives.

Home >>

mdm premium **2017 DISTRIBUTION TRENDS Double Issue**

**MDM Premium Helps You Build a Stronger Company with:**

- Trend analysis:** MDM Market Leaders & Distribution Trends Special Issue – the premier annual publication for the wholesale distribution industry – plus year-round coverage of industry trends
- Data reports:** Quarterly Pricing Trends Report, Product Consumption Snapshot, MDM-Baird Quarterly Distribution Survey and more
- Company news:** Public company financials, market moves and more
- Direct insight from your peers and competitors:** Interviews with executives working in and with distribution companies
- Quick to read:** Two 12-page issues emailed directly to your inbox each month
- Diverse coverage across sectors:** Case studies, M&A deal analysis, surveys and more
- Years of research:** 24/7 access to online archives with more than 10 years of best practices and trends in distribution
- Discounts on MDM Store items,** including the Economic Benchmarks for Wholesale Distribution, Competitive Landscape report and more

Want to evaluate for yourself? Download a sample issue of MDM Premium >>

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Choose Your Term:

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<b>2 Years</b>	\$24.80/month (\$345.00 total)	\$25.54/month (\$358.00 total)
<b>1 Year</b>	\$28.75/month (\$345.00 total)	\$32.92/month (\$395.00 total)
<b>6 Months</b>	\$32.92/month (\$197.50 total)	\$37.50/month (\$225.00 total)

Print subscriptions outside the U.S. are an additional \$25. Download the MDM Premium rate sheet.

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Subscribe for a year or more and a colleague at the same company can subscribe for nearly half the annual rate. See how much you can save on the MDM Premium Corporate Rates Sheet >>

**Need Help Convincing Your Boss?**

Use this pre-written letter to explain the value of MDM Premium. Download the editable letter >>

Call 888-742-5000 or email [info@mdm.com](mailto:info@mdm.com) for more information about MDM Premium.

**Testimonials** | **More About MDM Premium** | **Editorial Advisory Board**

**Julia Klein**  
CEO, C.H. Briggs Co.  
"Trends and writing are always on the mark. It's concise, well-written and keeps me a step ahead."

**Roger Woodward**  
President, Alliance Distribution Partners  
"In addition to keeping to keeping me up-to-date on industry announcements and trends, every issue has at least one insight that can help our company grow and be more profitable."

**Doug Savage**  
Owner, Bearing Service Inc.  
"I'm a small distributor and don't have the geographical exposure that larger companies have. MDM tells me what's going on in the distribution business aside from my local market. It gives me ideas and information other people are using in other parts of the country."

**EXPLORE MDM**  
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Economic Trends  
Sector News  
Company News  
MDM Market Leaders  
Research  
The Little Black Book of Strategic Planning for Distributors

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Economic Benchmarks  
Competitive Landscape Reports  
Economic Benchmarks for Wholesale Distribution  
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Measurement  
Special Report: Granger's Web Pricing Initiative  
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Competitive Intelligence for Wholesale Distribution Since 1987

**The worst thing you can do in this market is stand still**

**With MDM Premium you can:**

- Track the Competition**  
We not only report the latest moves made by Amazon, Grainger and other key competitors. We tell you what they could mean for you and the industry. That's critical to staying ahead of the curve in today's market.  
Recent features: Grainger's Pricing Solution, 3 Ways Amazon is Disrupting Distribution
- Understand the Market**  
You need real data to better understand what your peers are doing and what your customers want. We provide it in the form of quarterly benchmarking surveys, original research and product-category market-size reports in partnership with MDM Analytics.  
Recent features: MDM-Baird Quarterly Benchmarking Survey, The State of E-Commerce in Distribution, Product Market Snapshots
- Uncover New Opportunities**  
What's your next move? Think beyond your four walls and get ideas from your distributor peers in the pages of MDM Premium. We also present a comprehensive annual look at industry trends in our popular Premium-only annual Distribution Trends report.  
Recent features: 2017 Distribution Trends Special Double Issue, Making Money with Small Customers, Growing Focus on Diversification
- Hear from the Experts**  
Not only are our researchers and analysts deeply knowledgeable about the distribution industry, we invite leading experts in distribution to share their research and insights on our pages. Recent contributors include Mike Marks on the role of sales, Jonathan Bain on digital and Lee Nyari on Grainger's latest market moves.  
Recent features: Why Field Sales Must Evolve, The State of Inside Sales in Distribution

[See our pricing >](#)

**Go Deeper with MDM Premium**

	What you get with your free mdm update subscription	What you get with mdm premium
Daily MDM Update Email, breaking news and MDM blog	✓	✓
MDM Top Distributors Lists	✓	✓
2 Premium issues a month, online and/or in print		✓
Annual Distribution Trends Special Double Issue		✓
Market-demand reports by product category		✓
Distribution executive Q&As & case studies		✓
In-depth M&A deal analysis		✓
Discounts on MDM Store reports, books and training materials		✓
24/7 access to online archives		✓

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**Print & Online**

	1 Year	2 Years	6 Months
	\$32.92/mo (\$395.00)	\$28.54/mo (\$685.00)	\$37.50/mo (\$225.00)
	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>	<a href="#">Sign Up</a>

**Distribution executives across segments rely on MDM Premium as a trusted advisor:**

**Julia Klein**  
CEO, C.H. Briggs Co.  
"Trends and writing are always on the mark. It's concise, well-written and keeps me a step ahead."

**Roger Woodward**  
President, Alliance Distribution Partners  
"In addition to keeping to keeping me up-to-date on industry announcements and trends, every issue has at least one insight that can help our company grow and be more profitable."

**Doug Savage**  
Owner, Bearing Service Inc.  
"I'm a small distributor and don't have the geographical exposure that larger companies have. MDM tells me what's going on in the distribution business aside from my local market. It gives me ideas and information other people are using in other parts of the country."

**MDM Premium has been helping distributors adapt and thrive in this market for more than 50 years.**

Amazon, Grainger, e-commerce, squeezed margins, channel conflict, recruiting (and keeping) the best. These are just some of the challenges you face. Staying abreast of market trends, competitors' moves and economic shifts is critical. MDM understands that.

[Hear from our CEO](#)

**Companies that succeed with MDM Premium**

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Lafayette, CO 80026

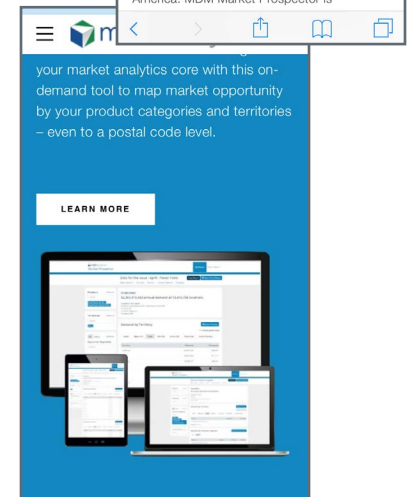
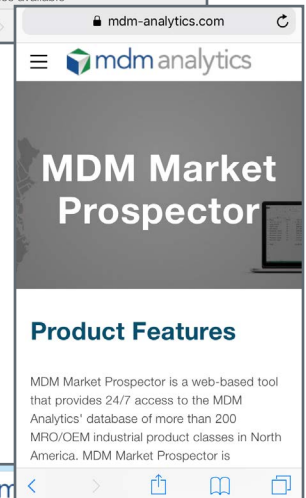
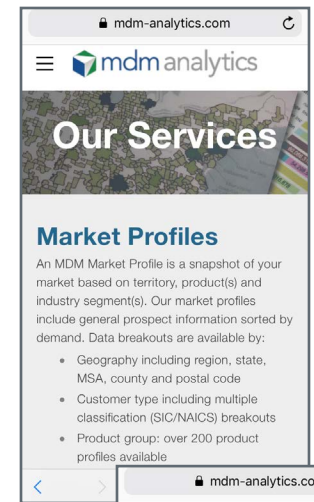
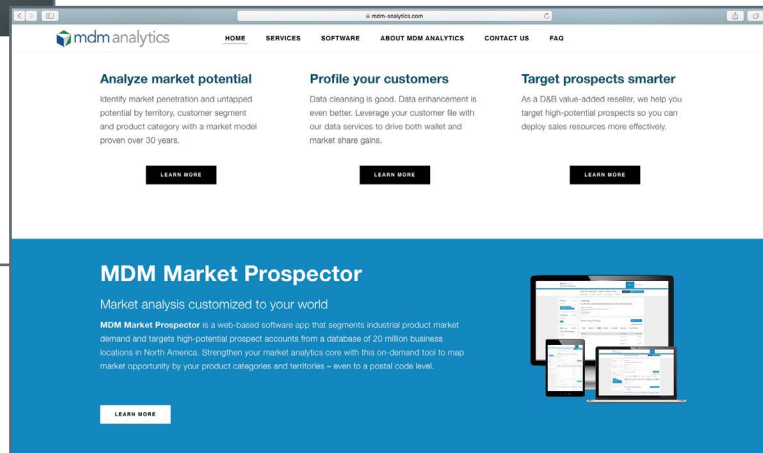
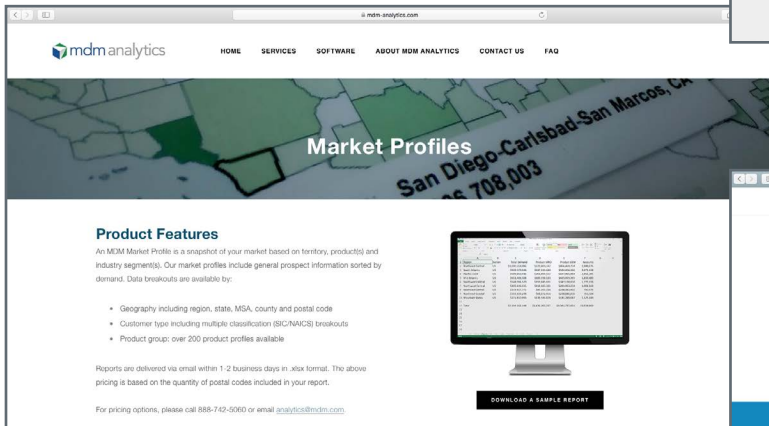
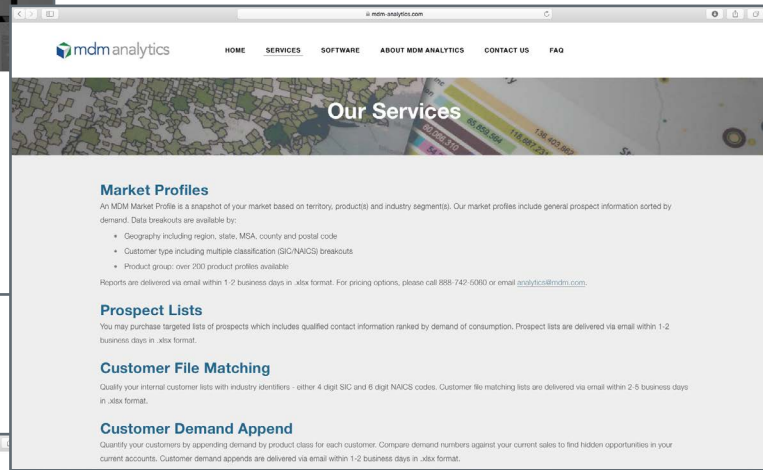
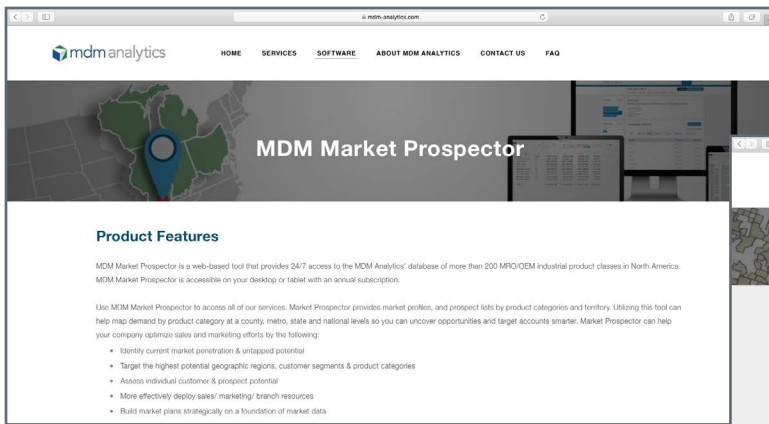
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# Responsive Subscription Page Redesign

Created a new responsive page, pictured on the right. It was broken up into easily digestible sections. Made the subscription options more obvious and clear and reorganized other marketing collateral content. This page was built using Unbounce.



# Responsive Website for B2B SaaS Platform

Created a new responsive website from wire frame to final product using Adobe Photoshop and Weebly. Colors and images are from branding guidelines. It was designed as a sale site for a SaaS and other data reports and services.

**Dillon Calkins**

GRAPHIC DESIGNER



## WE ALSO RECOMMEND



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MDM Special Report: Grainger's Web Pricing Initiative



MDM Interview: Watsco Aims for 'Bigger, Better, Faster'



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## 2017 Distribution Trends Special Issue



### Better Business Outlook for Industry

Diversification key to success in current market.  
[Read about the latest economic trends >>](#)



### Amazon Elevates 'Right-Now' Expectations

Just-in-time is just too late for many end customers.  
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### Sales Models: From Lone Wolf to Pack Hunting

Customer preferences shift companies away from outside sales.  
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2017  
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Double Issue



## Inside This Issue

- Better Business Outlook for Industry
- Commentary: Is an Amazon-Grainger Deal Next?
- Culture as a Competitive Advantage
- Sales Models: From Lone Wolf to Pack Hunting
- Amazon Elevates 'Right-Now' Expectations

"The 2017 Distribution Trends issue was especially of interest, as the changes in distribution have never been greater than they have been in the past year. This alone is worth the subscription price."



— CHESTER COLLIER, SVP  
WALTER SURFACE TECHNOLOGIES

- 3 Ways Amazon is Disrupting Distribution
- Soft Skills Make Tough Competitors
- Data Redefines Channel Roles
- New Solutions for Customer-Defined Value

## Miscellaneous Digital Work

Icons, banners, tables, buttons, and other work using Adobe Photoshop, Illustrator and HTML/CSS. These were created to align all imagery with brand guidelines.