



L-Mar Associates ***Representing Technology***

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L-MAR ASSOCIATES - MISSION STATEMENT

**TO REPRESENT QUALITY COMPANIES
WITH LEADERSHIP PRODUCTS**

**TO SERVICE OUR CUSTOMERS AND DISTRIBUTORS IN A
TIMELY, ACCURATE AND HIGHLY PROFESSIONAL MANNER**



L-MAR's History

- **Edward L. Lepkowski formed L-MAR in 1972.**
- **L-MAR hired a dedicated Distribution Administrator in 1986.**
- **L-MAR created the position of Controller to handle in-house Accounting, Market Tracking and MIS in 1995.**
- **In 1995 L-MAR established a POS market share report.**
- **In 1997 L-MAR hired an in house FAE with selective technical disciplines**
- **L-MAR acquired S.J. Associates Upstate location in 1998.**
- **L-MAR developed a new method of Distribution Sales coverage in 2006 with the addition of Debbie Luke.**
- **25 year relationship with Analog Devices ended in 2007 with a direct sale force model.**

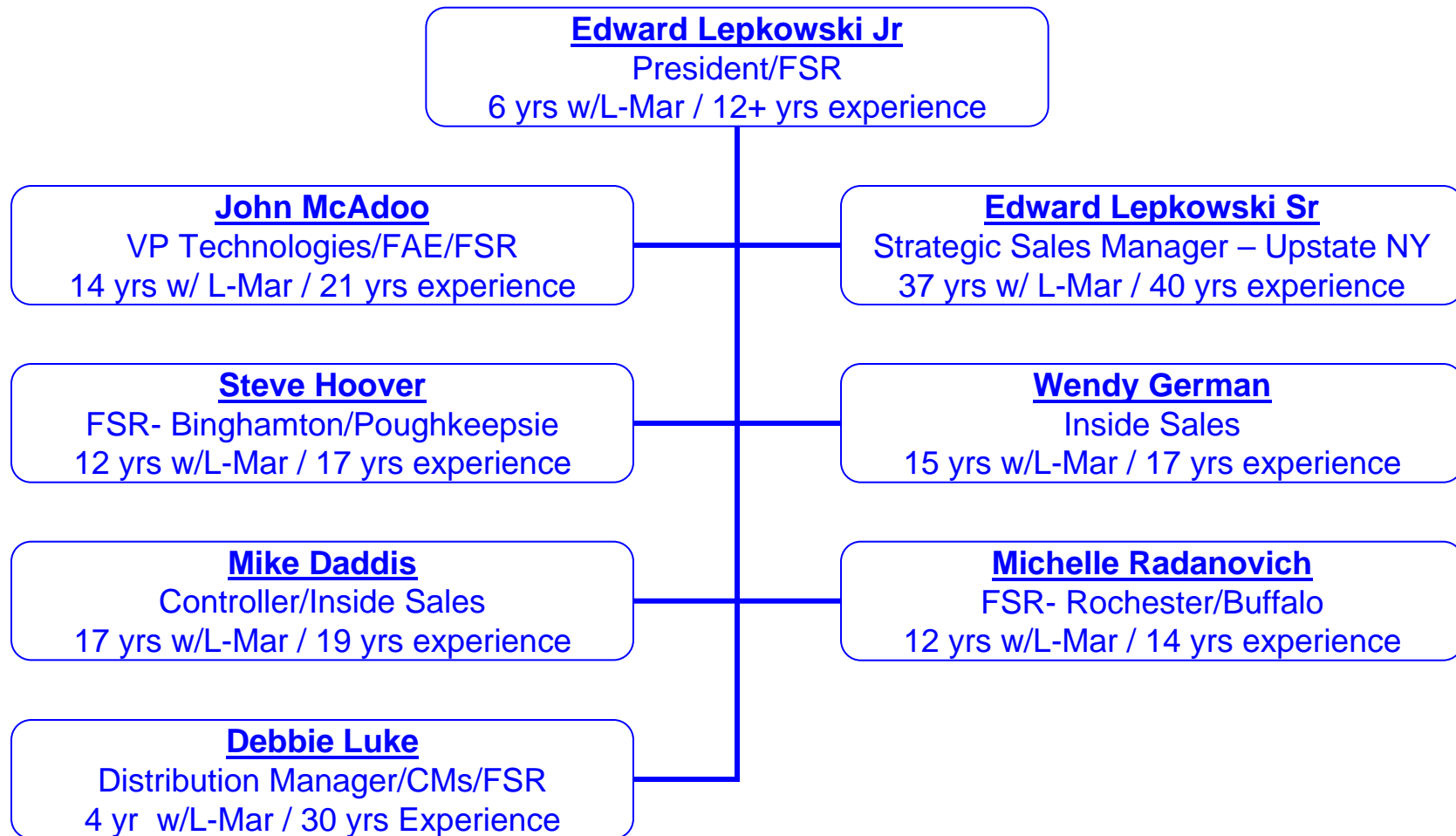


The L-Mar Team

- L-Mar is 8 employees strong,
 - Everyone is part of the sales process
- 6 Field Sales Representatives
- 2 Inside Sales Representatives
- L-Mar Management Team
 - Ed Lepkowski Jr.- President
 - Ed Lepkowski Sr. – Strategic Marketing Manager
 - John McAdoo – Vice President of Technologies
 - Debbie Luke- Distribution Manager
 - Mike Daddis – Controller
- Line Management responsibilities are split amongst the management team.

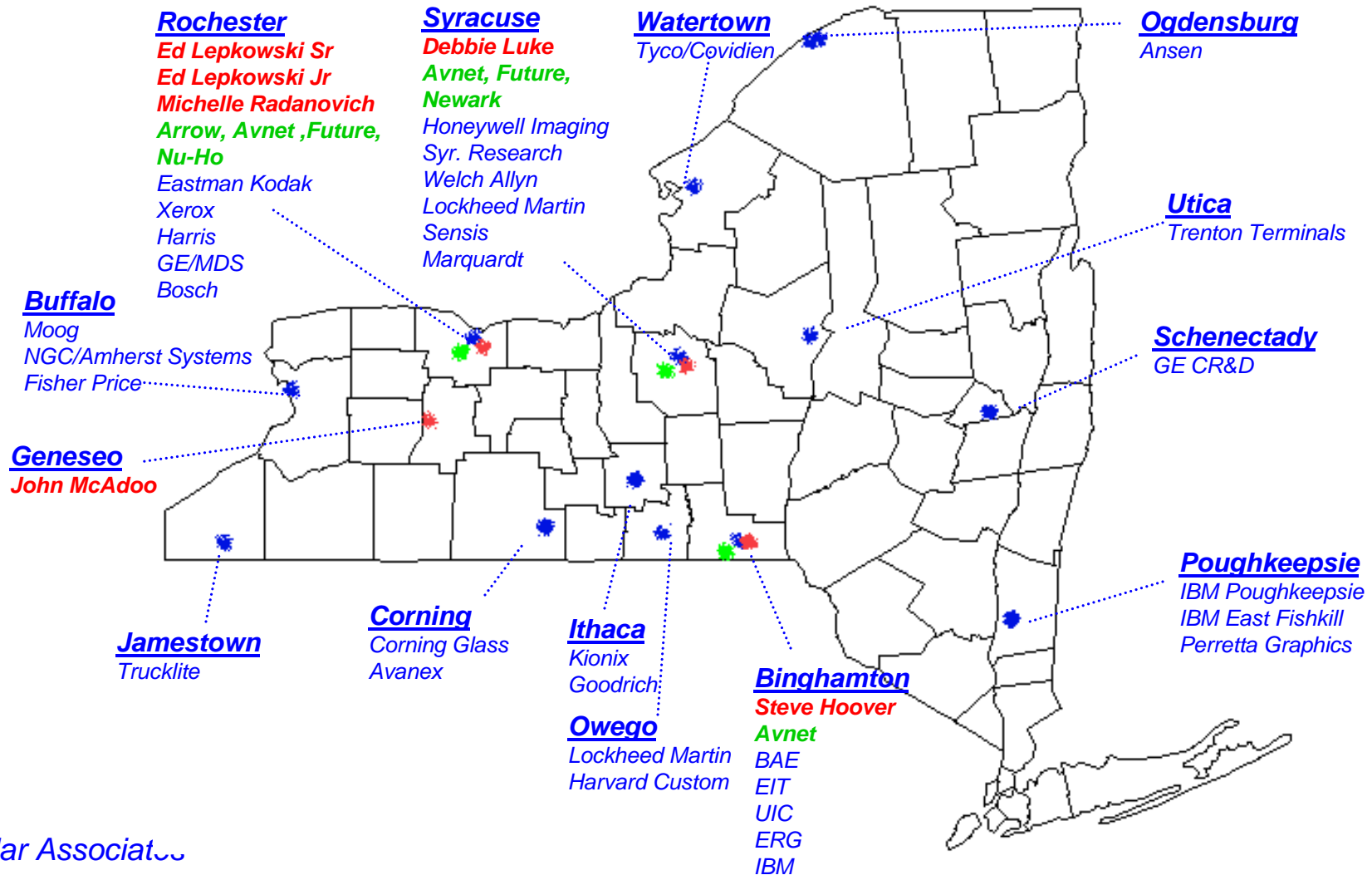


L-Mar Associates Organizational Structure





L-MAR Associates' Territory





Sales Strategy

■ **Customer Intimacy**

- We leverage our long term key customer relationships with senior management and program managers for early access into new products, platforms, and programs; providing a proactive system solution rather than a reactive socket solution selling strategy.

■ **Demand Creation**

- This is a Rep level activity. The L-MAR sales team discovers and or drives the opportunities until the design win is achieved.
- Some of the methods used in this process are.
 - White Board Discussion
 - Power Architecture discussion
 - Lunch and Learn (i.e. Kemet)
 - Weekly travel days with our FAE
- We then work with our distribution channel where our Distribution Manager and sales team monitors the purchasing and delivery activity.



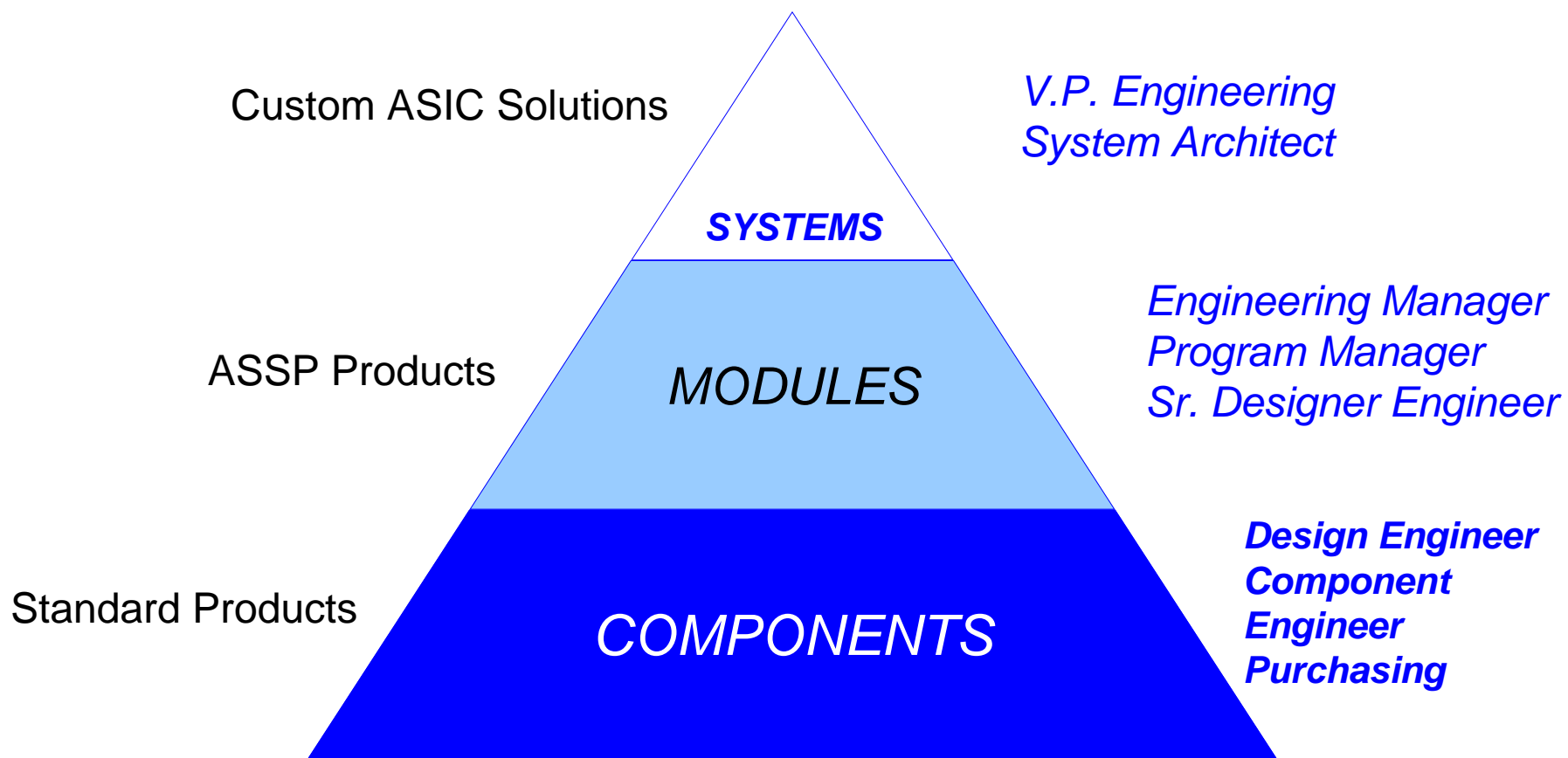
Sales Strategy

- **FAE Technical Support**
 - Responsible for technical disciplines in Signal Chain Selling
 - Digital
 - Processors, μ Controllers and DSPs
 - ASIC – Digital, Mixed Signal and RF
 - Power Architecture
 - RF and Analog

- **Right Customers and the Right Mix (RC/RM)**
 - A continuous process of evaluating and profiling the customers (TAM,SAM,DTAM) in our Marketplace to ensure we have our team deployed correctly.
 - A continuous evaluation of our product mix into the OEM customer; based on their end products and technology needs.



Sales Strategy





Distribution Program

- **Dedicated weekly face time within the distribution channel with the Inside Sales Reps, Product Managers and Outside Sales Reps.**
- **Protect current POS and drive new multi-source POS revenue through the distribution channel.**
- **Drives channel partners to ensure correct inventory level and supply chain management for key customers.**
- **Drives distribution sales team, focused on program and block diagram reviews, selling the entire manufacturers line card.**
- **Provides training and product updates for distribution.**
- **Coordinates principal reviews with distribution.**
- **Maintains and follows-up on L-MAR's internal quote log with proper channel partner.**
- **Located in Syracuse to serve our channel partners in Rochester, Syracuse and Binghamton.**



L-MAR INSIDE SALES ROLE

■ **Line specific**

- Crossed trained on Principals and their respective CRM systems.
- Builds strong relationship with the factory, regional managers and channel partners.
- Better understanding of principals products, marketing strategies and customer service organizations.

■ **Responsible for the following**

- Distribution quotes, debits & registrations
- OEM quotes & order entry
- All customer service issues
- Sales data entry
- Samples

■ **Revenue accountability-\$\$**

- Inside sales team is commission driven.



L-Mar Advantage

- **L-MAR HAS BEEN SERVING THE UPSTATE NEW YORK MARKET SINCE 1972 CREATING LONGTERM KNOWLEDGE OF OUR CUSTOMER BASE.**
- **6 FIELD SALES PEOPLE IN PLACE WITH A TOTAL OF 115 YEARS OF SALES EXPERIENCE AND TERRITORY KNOWLEDGE.**
- **TECHNICAL OEM SALES STAFF AND FIELD APPLICATION ENGINEER.**
- **DISTRIBUTION PROGRAM IN PLACE.**
- **SOPHISTICATED INSIDE SALES ORGANIZATION.**
- **LEADING EDGE INTRA AND INTERNET CAPABILITIES.**
- **L-MAR'S SOLUTION STRATEGY DRIVES EARLY TOP DOWN DESIGN ACCESS WHICH INCLUDE "WHITE BOARD" DISCUSSIONS WITH CUSTOMERS**



Thank You !