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**MISSION** | MOTHERDUCK aligns with **brands** who believe their bottom line **depends** on the contributions they make toward the **success of dealers**.

**Goal** | To be the best MOTHERDUCKing rep firm **supporting** the Electronics Specialty Retailer, Residential and Commercial Systems Contractor and 12V Specialist in the upper Midwest.

**Strategy** | We fly with **brands** who believe their bottom line **depends** on the contributions they make toward the success of **dealers**.

**Tactics** | We mother the basics. We **know** our flock like we hatched them all. We keep everyone flying in formation. We **answer** the phone. We **respond** promptly to emails. We **facilitate** communications between "manufacturer and dealer" and "dealer and manufacturer" **promptly** and **effectively**.

**Logistics** | MOTHERDUCK to Brand

- Teach existing accounts to quack louder (market better) and fly higher (sell more)
- Hatch new accounts
- Provide Monthly Individual dealer Growth RATE or "MIGRATE" reports, to provide vendors a monthly "ducks eye" view of
  - Account marketing initiatives
  - Account sales results by dollar and model
  - Dealer feedback on product, product application and process
  - Service issues
- Activate participation in promotion and development of our brands through regular monthly dealer visits, weekly dealer contact, weekly newsletters, quarterly training and networking events, and social media

**Logistics** | MOTHERDUCK to Dealer

- Weekly contact with each of our ducklings via phone, email, and newsletters and monthly visit
- Individualized quack development (marketing planning) for each dealer by brand which includes
  - Opportunity discovery and prioritization
  - Customer base analysis and development
  - Goal setting
  - Promotional development
  - Outcome review and response
- We diligently manage the **POND** (Processing Of all Necessary\* stuff Daily) \*order entry, returns, service, technical and matters of process

“we connect.



### kelly kussard bio.

When I was ten, I tore apart my first transistor radio and tried to figure out how to add more speakers to it. It quacked, made smoke and died. But, I was hooked.

When I was nineteen, I wrote a business plan, got SBA backing, and launched an automotive electronics retail and installation business.

Leveraging success in automotive electronics, I expanded into residential and commercial electronic systems contracting. I managed all aspects of the business, including product merchandising, sales, finance and human resources. To market my business I developed, sponsored and promoted home and car audio events. I was an active member of the NAHB, CEDIA, Grand Forks ND Chamber and IASCA.

A historic flood decimated my community in 1997, the subsequent economic impact to the community forced me to close the business. I moved to the Twin Cities to join Capitol Sales. There, as a technical design sales rep, I further developed my skills as a sales person and my knowledge of the industry over a period of fifteen years. I developed and supported a diverse group of 300 dealers. My clientele consisted of independent specialty retailers, eCommerce retailers, residential and commercial electronics systems contractors, and communications contractors. My responsibilities included relationship and business development, system specification, developing and managing EDI product systems, promoting and training on current products, and technical support. I achieved continual sales growth via aggressive new account development in all channels. I also developed and presented technical sales training programs both internally and at trade shows. I was an integral part of the trade show efforts at CEDIA Expo, Infocomm, CES, and Capitol Sales Learning Institute.

Also, prior to forming Motherduck I held sales positions with a national commercial systems integration company and a regional independent rep firm, and have obtained my CTS certification.

The key to my success over the years has been my ability to assist my customers in identifying trends and promoting opportunities for potential growth, and actively supporting their pursuit of new opportunities.

My life long passion for electronics and my penchant for "doing it right", coupled with over 24 years of building positive and productive business relationships are the cornerstones of Motherduck. We get it done!

References, I have them, and I love to use them. How many would you like?