



Performance

Products™

## *Dealer Checklist*

- Existing customer base
- Storage facility for stocking inventory
- Marketing strategy to promote products
- Social media presence
- Ability to meet minimum product purchase requirements
- Ability to unload product from a semi
- Basic understanding of science behind products
- Willingness to learn and participate in product training
- Passionate about the animal industry
- Desire to provide exceptional customer service after the sale
- Existing retail space to showcase products
- Mobile strategy to take products to where customers are
- Willingness to share feedback with RSG Performance Products

**If you checked 10 or more boxes you could be a fit to become a dealer. Please complete the Dealer Request Form online to take the next step.**