

Co-op Support

Research & Training to Help Maximize Revenue

Whether over the phone, online or in person, we'll provide you with the service and training needed to ensure you maximize your revenue potential.

In-Depth Research

To maximize your sales potential, you need the most comprehensive co-op information in the industry. From manufacturer-approved art and ads to formal co-op plans, we'll help you determine where the best co-op opportunities exist.

Our research staff will ensure you never hit a dead end. We'll constantly work to provide you with the most accurate co-op plan information available. You can submit a co-op accrual request through Recas and receive an accurate response from an accrual researcher in five business days or less.

Dedicated Training

New Customer Training—designed to get new customers set up and selling with co-op immediately. We'll provide personalized training for each group involved with co-op from the person overseeing co-op at your company, to the sales reps, ad designers and IT staff.

Web-Based Training—once you're comfortable with co-op, we encourage you to take advantage of more web-based trainings providing additional tips and tricks to continue increasing sales.

On-Site Advertiser Development—invite advertisers in for breakfast or lunch while we bring them up to speed on how your media and co-op offers a winning combination or have a co-op specialist ride along with your sales staff on a four-legged sales call to help close the deal.

Seminars, Conferences and Workshops—have us create a program for your group/organization on a variety of co-op related topics.

Live Chat—when you need immediate assistance, take advantage of our Live Chat, available through Recas.com from 8:00 am–4:30 pm central.

Schedule a training today and start incorporating co-op into your sales cycle.

800.245.9278 • recas@multiad.com

