

# Press Release

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**FOR IMMEDIATE RELEASE**

## **DISTRIBUTORSOURCE BUSINESS PARTNERSHIP WITH PPAI OPENS THE DOOR FOR MORE DISTRIBUTORS**

Atlanta, GA – Tango Partners and their industry leading “virtual consultant” DistributorSource are now official business partners with the Promotional Product Association International. As a business partner, all PPAI members can subscribe to DistributorSource (available at [www.distributorsource.net](http://www.distributorsource.net)) at the most advantageous pricing ever offered at \$195.00. Additionally, the renewal fees, regularly \$99.95, will be picked up by PPAI as long as the subscribing distributor remains a PPAI member. To receive your discounted subscription, please call (404) 846-1900.

Subscribers turn to DistributorSource for thorough and expert information for the successful and profitable management of a promotional product distributorship. Due to the extensive content on the site, Tango CEO Marsha Londe calls DistributorSource a “how-to guide to our industry.” She continues, “Often distributorships grow rapidly because of great salespeople. To support the client and sustain future growth, they need to invest in the back-end for smooth operations. That is where the most risk lies for errors and unseen costs that eat away at profit.”

Blake Bozeman, Business Development Manager for PPAI, sees DistributorSource as “a resource that provides in-depth topics and templates unique to the promotional product industry. It is the ultimate profit-boosting and educational companion to the myriad of benefits we offer our members.”

DistributorSource has tips, advice, and knowledge applicable regardless of individual distributor know-how, size, or resources. Some of the topics and associated downloads explored at length on the site include:

- Ways distributors can maximize opportunities, explain services, and demonstrate added-value when responding to request for proposals along with specific RFP questions.

- How, why, and where ad allowances, self-promo dollars, and sample negotiation offset sales and marketing costs.
- How distributors can use a cost model worksheet to accurately identify and cover hard and soft costs to avoid sacrificing profitability in a bid situation.
- Processes and procedure explanation and templates to ensure a clear chain of responsibility and accountability for the sales, back-end order processing, and fulfillment teams.

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Tango Partners bring expertise and hands-on support to distributors wanting to increase revenue or reduce costs. We are the industry leaders in responding to Requests for Proposals but also work with distributors in all areas of new business development, marketing and promotion, workflow management, and program merchandising and implementation. Formed in 2005 and located in Atlanta, Tango also offers our services through an online resource at [www.distributorsource.net](http://www.distributorsource.net) and coming soon an ecommerce site tailored to distributors with specific growth needs.