

BLESS THEM ALL – THE BIG AND THE SMALL

The scale and scope of sales agents varies widely, from sales agencies which resemble small armies like Storelink with 426 merchandisers or master distributors who carry thousands of staff across Australasia, right down to Central Region Sales or the husband and wife team at Hardware Sales Agencies.

Regardless of size, as Agrippa Paint's **Terry Dalton** tells us: "It's all about quality of service. Hardware Sales Agencies' **Dianne Malcolm** is a dynamo. We rolled out a lot of new paint product for summer and we're very happy with the result.

"To us, HSA is an Agrippa Paints brand ambassador covering Taupo North into the hardware channels. Their biggest point of difference is their attention to detail. They go the extra distance by providing the personal touch you see with hardworking owner-operators. HSA is a very big part of Agrippa Paints' success story."