

Partial List of Clients – 2001-2008

- Air Products and Chemicals
- AMETEK – Hunter Spring, National Controls
- ARCO Chemical
- Asahi Glass, AGC Chemicals Americas
- ATOFINA Chemicals
- Aventis Behring North America, Worldwide
- Bayer
- Chromatics
- Elf Atochem
- Foamex
- Hercules
- Hitachi Metals America
- ILC Dover
- Klockner/Pentaplast, Witt Plastics Division
- Lyondell Chemical
- National Starch and Chemical
- Siemens
- T-Global Specialty Chemicals
- Towers Perrin
- VPI Mirrex
- Through Towers Perrin
 - Pfizer
 - Wyeth-Ayerst
- Through VPI Mirrex
 - Honeywell



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**Exploring New Markets?
Looking for Customers?**

**Here Is How We Can Open
Sales Dialogues for You**



John P. Williams & Company, Inc.

A Commitment to Excellence

Success

Count on It

Since 1969

John P. Williams & Company, Inc.

Who We Are

Since 1969, John P. Williams & Company has been successfully working with sales and marketing executives to find and develop new sales opportunities for them... finding the golden needles in their competitive haystacks.

Our capabilities include:

- Research and explore new and existing markets, based on client interest
- Identify prospect companies
- Find and talk with key contacts
- Open new dialogues
- Regularly follow up prospects
- Help commercialize opportunities

What We Do

- Research new markets for clients' products
- Identify companies that meet client's criteria
- Develop names, addresses, telephone numbers
- Build 100% verified lists of decision-makers
- Survey customers/prospects via mail, telephone or both to determine needs/wants
- Prioritize sales opportunities, for follow-up
- Build database of market information
- Open on-going sales dialogues with these prospects on behalf of the client
- Report on leads and intelligence gathered while opening new dialogues with prospects
- Track progress of leads to "close the loop"
- Follow up prospects to promote new sales

Exploring Markets, Adding Customers

The Benefits We Deliver

- In-depth market investigation
- New sales opportunities with real potential
- Prioritized to help focus and direct follow-up efforts
- Usually faster and less costly than working in-house
- Accurate data for sales and market planning
- Measurable results

Where We Work

- Chemicals
- Films
- Food, Flavors, and Beverage
- Furniture and Bedding
- Instrumentation
- Medical
- Metal Working
- Nutraceuticals
- Process Control Systems
- Pharmaceuticals
- Service industries
- Other manufacturing, sales, and distribution

Some of Our Projects, 2001-2007

- **Adhesives** – sell specialty glues to bookbinders
- **Adhesives** – sell specialty adhesives in insulation
- **Aluminum rolling mills** – study opportunity for new roller manufacturing plant
- **Automotive** – research polyols for car seating foam
- **Biopharmaceutical** – introduce disposable bioreactor
- **Chemical** – introduce new source for SMA

Building Your Sales

- **Chemical/pharmaceutical** – promote advanced process control systems
- **Coatings, adhesives, sealants and elastomers** – sell to prospects not being called on
- **Coatings** – research interest in new additive to improve paint drying times
- **Extruders and injection molders** – switch customers to client's screw assemblies
- **Foods, flavors, and beverages** – replace gum arabic with modified starches
- **Fuel cells** – build opportunities for engineered thermoplastic resins in molded bipolar flow plate and metal plate coatings
- **Medical** – study patient treatment at federal blood treatment centers
- **Natural gas pipelines** – build new sales contacts for process analyzers
- **Nutraceutical/pharmaceutical** – introduce new films for blister packaging
- **Pharmaceutical** – introduce new disposable powder mixer, gauging interest, building sales
- **Semiconductor** – sell engineered electrostatic dissipative film for electronic components

