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Press Release

Source: Next Wave Logistics

Next Wave Logistics Revolutionizing The Home Party Business

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NAPERVILLE, Ill.--(BUSINESS WIRE)--Not so long ago, traditional retailers of all genres looked at the advent of the internet as a mixed blessing at best and a threat to their ways of doing business at worst. Direct sellers, who sell at home parties, were especially wary of online sales cutting into their customer base.

But contrary to prior assumptions, 21st century technology hasn't made the home party selling concept obsolete. In fact, innovative technology has streamlined, simplified and enhanced the process. And, Next Wave Logistics visionary Co-Founder and CEO, 36 year old Harold Zimmerman is leading the charge.

Next Wave Logistics' (www.nextwavelogistics.com) revolutionary strategies and proprietary software have helped transform the old model of "shopping parties," which required party hosts to make multiple phone calls, hand-address scores of invitations, and record and track their sales by hand. Today's direct selling model allows the new breed of computer-savvy party marketers to do all that and much more with a mere click of a mouse.

Source: Next Wave Logistics



Says Zimmerman, "It's not your mom's old-fashioned home party any more. E-guest lists, e-invitations, e-reminders and e-thank yous are sent instantly. With our customized software, designed to enhance our direct selling clients' individual brand, party guests can e-mail their responses, and if they accept, can invite all their friends to come along." Invited guests who cannot attend are encouraged to join the party anyway by browsing the online catalog, placing an order and investigating hosting a party of their own. The new home party model appeals to those for whom the computer is an indispensable tool not only for shopping, but for keeping up with family and friends all over the world.

"For direct sellers, making sales to people who for some reason cannot attend a party is a brand new and critical part of their business. A market segment that used to be lost," says Dave Proctor, Zimmerman's Co-Founder and Executive Vice President. Now, with the company's revolutionary marketing strategies, non-attendees' information is easily captured, and they are given opportunities to browse and buy online, to attend a future party and/or host one for themselves - no matter where they live. "As a result," says Proctor, "party guests who don't attend can be included in the party sales, turning any neighborhood event into a global affair. With Next Wave's technological advances, one out of four virtual guests now place online orders, a figure that's up from zero."

In addition, Next Wave helps companies and individual direct sellers to manage the back end of their businesses. High-tech training strategies and software allow direct sellers to offer customized training to their sales people from the very first day they join the company. "These sales people are working from home and they need all the help and support they can get." says Zimmerman. "At Next Wave, we know what it's like to work from home. At our company, we're all telecommuters."

- Next Wave Logistics Co-Founders, Harold Zimmerman and Dave

Next Wave's insight into the challenges of working from home allowed them to design software so that people working from their home office feel supported every

Proctor (Photo: Business Wire). [View Multimedia Gallery](#)

step of the way. Next Wave software prompts the right activity at the right time enabling people to stay on track with their businesses and take the right business-building steps at just the right time. Today's sales people can, with the click of a mouse, book their party, coach their host, offer custom invitations, turn in their orders all in a day's time. They can be up and running a professional, home-based

business from day one.

Today, savvy direct sellers take the best from the internet shopping world - speed - and combine it with the best of the direct selling world - customer service. Next Wave helps companies and individual sellers to be both high-tech and high-touch at the same time.

Next Wave Logistics, founded in 1999, is a business solutions company that advances direct selling through revolutionary technology. Headquartered in Naperville, Illinois, the virtual company employs over 40 highly-skilled professionals - all telecommuting - from as far away as Spain. Next Wave Logistics (www.nextwavelogistics.com) is a supplier member of the Direct Selling Association (www.dsa.org), headquartered in Washington, D.C.

Interviews, Photos and Technology Demonstration Available upon Request.

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5237383>

Contact:

Creed & Creed International
Jane Edwards Creed, 925-962-9048
jane@creedandcreed.com

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