

# START-UP GUIDE

# WELCOME

Dear Valued Vendor,

On behalf of us all at American, we would like to thank you for participating in American's Partners for Progress (PFP) Program. This program allows you to access a variety of marketing tools that can help grow your business with American.

Included in this step-by-step guide to creating and managing your company profile within our online vendor directory along with suggested strategies and tools to help you gain exposure with our sales associates. Our team is committed to providing the opportunities, resources and guidance to help build the relationship between you and our 600+ sales associates. As a partner vendor, we are here to help you grow your business—don't hesitate to contact us with any questions or comments.

Once again, thank you for being part of the American Family. We look forward to creating a more prosperous relationship together.

Sincerely,

Vendor Relations

877.250.8446

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