

*“The right product,
for your unique needs,
delivered when you need it”*

A SMALL BUSINESS GUIDE:

Purchasing IT Products from EXIGENT

Exigent Technologies has the knowledge and resources to take the guesswork and hassle out of your IT product purchasing.

The vast majority of our small business customers buy their hardware and software from us. They've told us that they enjoy the benefits of **“one-stop shopping”** and knowing that our best thinking and collective experience is always at their disposal. After all, when you choose to order IT products from Exigent, we leverage our vast resources to find the right product, for your unique needs, delivered when you need it.

However, price conscious customers or others with some technical background may choose to do their own research or comparison shopping when it comes to IT related product purchases. While we think it's a great idea to purchase all of your IT goods from us, we'll never coerce you to do so. In fact, we'd love to have all of your IT hardware and software business, but only if it makes sense for both of us. We simply ask that you respect our valuable time in this regard. If you have intentions of making your product purchase elsewhere, please leverage the purchasing assistance and product advice of the vendor that you will be making the purchase from.

When it comes to IT product purchases, are you more like **CUSTOMER A** or **CUSTOMER B**?



CUSTOMER A

Values the expert advice and opinions that we offer

Has little or no time to devote to researching, finding or procuring IT products

Accepts that there is always a lower price to be found if you look hard enough

Feels that his time is better spent focusing on his business or core competencies, rather than researching or purchasing IT products



CUSTOMER B

Has adequate technical knowledge to form her own opinions

Has the time or resources to devote to product research, price shopping and comparisons or enjoys shopping around

Always seeks to find the lowest possible price

Feels that any savings gained in finding a better price is well worth her time

Should I buy my IT products from **EXIGENT**?

Both CUSTOMER A and CUSTOMER B are satisfied customers that rely on Exigent for IT services and support. CUSTOMER A buys all of his IT products from Exigent Technologies. CUSTOMER B buys little or no IT product from Exigent Technologies.

COMMON QUESTIONS & ANSWERS

1 Does Exigent place a markup on the product that it sells?

Yes. In order to cover the dedicated human resources it takes to give great advice and perform the product research, sourcing, quoting, ordering and tracking — we have to.

2 I like the product advice and guidance you offer, but I simply can't resist a bargain. Can you help me order product from somewhere else?

No. The small markup placed on the products purchased from Exigent subsidizes the costs incurred to provide this valuable service.

3 How does Exigent charge for shipping & handling?

We simply pass along the actual shipping costs incurred by us.

4 Can I expect to pay more when buying IT products from Exigent?

While a lower price can always be found, our customers tell us that our prices are competitive with online stores and other competitors.