

# **Batson Guitar Company's Retail Partner Network Adds New Dealer Benefits Program**

***New retail dealer opportunities include unique support services designed to increase sales and improve fulfillment***

NASHVILLE, TN – April 24, 2017 – ([GuitarPR](#)) – Batson Guitar Company has just announced that its recently created Retail Partner Network will now include a unique and highly advantageous Dealer Benefits Program. The program features targeted regional advertising to drive new customers to dealers and geographic exclusivity. Additionally, dealer-specific social media marketing campaigns, in-store sales training videos and Batson celebrity artist clinics are a few of the additional aspects available to brick and mortar stores. In addition, with new Partner Packaging and Fulfillment, Batson can complete the loop by fulfilling dealer's online and telephone sales directly.

With the successful launch of their new acoustic/electric guitar line last year, production capacity has now been ramped up to support a much larger Dealer sales network. With three Grand Concert models, these guitars are the first imported line of high quality acoustic guitars to include arm rest bevels, cantilevered fretboards and other boutique appointments previously available only on much more expensive custom guitars. At street prices of \$1599 and \$1699, the quality and value proposition of these instruments is unprecedented in the industry.

"It took us 4 years to perfect our new guitars, but the wait has been worth it. We are getting deluged on a daily basis with prospects wanting to know where they can try a Batson. I feel confident that we will be able to drive new customers to our retail locations" said master luthier and CEO, Cory Batson.

Batson Guitars is actively seeking qualified Dealers to join its Retail Partner Network. Interested retailers should visit their Dealer website for more information at <http://batsondealers.com> or directly by phone or email. Batson Acoustics will also be on display at Summer NAMM in July and Dealers are encouraged to stop by the Batson booth and/or make appointments to meet with Cory Batson in advance

## **About Batson Guitar Company**

Batson Guitar Company has been known as a premier builder of high quality, boutique custom guitars for over 20 years. Based in the Nashville area, the company's reputation for excellence is well documented. The new Batson Acoustics are design-built to replicate the looks, sound, and feel of the more expensive, handmade Batson custom acoustic guitars known among professional players for their exceptional voicing and versatility.

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