



Construction/Industrial Supply Distribution Network

October 2008

Dear Evergreen Preferred Supplier & Manufacturer Rep partners:

Evergreen members are focused on growing our business with preferred suppliers. We view increasing market share with our preferred suppliers as the central focus of our commitment to you. To proactively drive growth, we are challenging every Evergreen member to actively participate in the 2009 Planning for Profit program.

Over the past four years, virtually 100% of the Evergreen membership participated in Planning for Profit or some other planning process. We will once again strongly encourage each member to participate in Planning for Profit as a way of demonstrating their commitment to the group and to our preferred supplier partners.

We believe that Planning for Profit - a program we implemented in 1995 - is a proven best business practice for developing long-term business relationships that are based on performance and accountability.

There is nothing magical about the Planning for Profit program. It is simply a framework for the Evergreen distributor member and preferred supplier to partner together at the local level. Working together, the distributor and preferred supplier set expectations and plan activities designed to grow the business.

While the joint plans can be simple or elaborate, the key is that they are written and followed through. The Evergreen office provides worksheets and other support materials that can be used by the member, preferred supplier and local representation.

We are also suggesting that members consider using Planning for Profit 2009 as a vehicle for competing with Hilti® more effectively. One idea is to select preferred supplier partners who will work together to develop cross product "packages." This will allow the Evergreen member and selected preferred suppliers to work together to target Hilti®.

Feel free to use our materials or you can use your own system for documenting commitments. We are not hung up on which forms are used - but we are hung up on having a formal and on-going process of actively working with our Preferred Suppliers. The Evergreen Board of Directors has strongly encouraged each member and preferred supplier to demonstrate their commitment to the group by participating in Planning for Profit 2009.

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Please note that Evergreen will once again publicly recognize those local reps who consistently get the job done for our members through Planning for Profit. Evergreen members are encouraged to use the program as a way to recognize those local reps who are important to their business.

Key elements of the formal 2009 Planning for Profit program include:

1. The Evergreen member selects a minimum of five preferred suppliers to participate with in the Planning for Profit program.
2. Members will submit their selections to the Evergreen office. We, in turn, will advise the preferred suppliers who selected them. We are encouraging the members to also contact their local reps to begin a dialog.
3. We encourage you to designate one *active* Planning for Profit key contact for your company. A single point of contact for each company can eliminate confusion and frustration. At a minimum, national sales management should make Planning for Profit activities a regular discussion point with field sales people.
4. Actively work through your local representation and the Evergreen member to develop and execute plans designed to grow your joint market share profitably.
5. Every quarter, the Evergreen office will survey the Evergreen member and ask how the program is going with each manufacturer. At the end of the year, Evergreen will publicly recognize those local manufacturer reps (direct or independent) who consistently get the job done. Each will receive a wall plaque and will have their name displayed on our “Wall of Fame.”

Planning for Profit is just good business. Make it a priority in your daily/weekly/monthly contacts with Evergreen members and I am confident you will be rewarded with greater access, commitment and growth.

I encourage you to proactively contact your local Evergreen distributor and ask to be one of their Planning for Profit partners in 2009. You may also wish to target specific members during the STAFDA Convention in Denver. While in Denver, be sure to attend the Evergreen information session on Saturday, November 8 @ 4:00 – 5:30 p.m. at the Colorado Convention Center in Room #703.

Please call if you have any questions or comments at 800-859-8733. I particularly want to hear from you if you feel an Evergreen member is not working to grow our preferred suppliers’ business.

Best regards,



Kevin D. Higginbotham
CEO

The Evergreen Marketing Group 2009 Planning for Profit

Preferred Supplier/Local Representative – Q & A's

What are the goals of Planning for Profit?

- 1) Share shift Evergreen distributor business from suppliers outside the group to Evergreen preferred suppliers.
- 2) Identify new market opportunities and expand the customer base for you and your local Evergreen members.
- 3) Provide a way for preferred suppliers to introduce new products and programs to Evergreen members and their end-user customer.
- 4) Increase the overall market share of both Evergreen members and preferred suppliers by defining and executing joint marketing and selling plans.

How does Planning for Profit work?

- 1) Participating Evergreen distributors select five (5) or more Evergreen preferred suppliers. Selections are sent to the EMG office. Preferred suppliers and their local representation are encouraged to proactively contact Evergreen members and ask to participate with them.
- 2) EMG office will compile the selections and advise the preferred supplier key contact that their company has been chosen.
- 3) Evergreen members are encouraged to go ahead and contact local reps and set times to meet and discuss ways they can work together to develop joint sales and marketing strategies for the coming year.
- 4) National Sales Management of Evergreen preferred suppliers are encouraged to support their local reps efforts in developing and executing plans
- 5) Plans can be as simple or as elaborate as needed. Be sure to document dates and who is accountable for follow up.
- 6) A special "Pre-Planning Worksheet" has been developed for local reps to use in initial meetings with EMG members. You may download this off our website or call 800-859-8733 to request printed copies by mail. In addition, Evergreen provides various worksheets and calendars on the Evergreen Website that can be printed to assist in information gathering and plan development. Go to:

www.evergreen-marketing.com

Click on the green 'What's New' button, scroll down and click on Planning for Profit 2009.

Why should you participate?

- 1) **To Gain Access** -- Getting the attention of an Evergreen distributor and his/her sales people is the number one challenge faced by manufacturer field representatives. This is a never-ending battle that you fight every day. Planning for Profit gives you a proactive, business-focused way to drive access. Plus, Evergreen is actively pushing our members to participate in Planning for Profit.
- 2) **To Grow Your Business** -- Planning for Profit can help you grow your business because it offers you a tangible way of showing the value you bring to your Evergreen distributor. Use the program to demonstrate how you can work with the distributor to grow the business together. Evergreen members will respond favorably if you come to them with a proactive plan of action and a desire to get the job done.
- 3) **To Be Recognized for a Job Well-Done** -- Evergreen will formally and publicly recognize the local reps – independent and direct -- who “get the job done” for our members. If our members tell us you performed well, we’ll send you a plaque and include your name on our “Wall of Fame.” The Wall of Fame is on display during our annual Partnership Conference in April for top leaders in the industry to view. Following the conference, it is mounted permanently at the Evergreen Founders Training Center. In recent years, well over 300 independent and direct manufacturer reps have been recognized annually by Evergreen for their participation. You want to be on that wall!

How do you get involved?

- 1) Call on the Evergreen members in your territory and present your ideas on how you can help grow the business with them. The best way for you to get involved with an Evergreen member is to tell them you want to work with them.
- 2) Ask the Distributor for the time to present your ideas; be open to tailoring your plans to the needs of the distributor. Be a problem-solver. Offer to document joint commitments and be the one to follow up. Be proactive and positive.
- 3) Be an advocate for the Evergreen member to headquarters. Find out about national programs and how you can leverage those programs to benefit you and the Evergreen member.
- 4) Do what you say you are going to do. Planning for Profit is all about execution.

Suggested Activities that Drive Profitability

- 1) Written Plans
- 2) Counter Days
- 3) Sales Promotions/Ads
- 4) Open Houses
- 5) Point Of Purchase displays
- 6) Joint Outside Sales Calls
- 7) Trade Shows
- 8) Direct Mail
- 9) Training Sessions

**The Evergreen Marketing Group
Planning for Profit 2009
Key Dates**

October 17

Program materials posted on the Evergreen Marketing Group Website for Member printing. Members E-Mailed and faxed "Pick 5"

November 8

Evergreen Meeting & Planning for Profit
Question & Answer Session @ STAFDA
4:00 – 5:30 PM Saturday November 8, 2009
Colorado Convention Center, Room #703

November 14

Deadline for Members "Pick 5" list. Members FAX or E-Mail to EMG office the list of their chosen five Preferred Suppliers for 2009.

December

Evergreen Office contacts all Suppliers that are picked by the members for Planning for Profit. Suppliers will review the list to determine what resources they can commit to the distributor for execution of their plan.

December

Suppliers FAX / e-mail their commitment forms back to the Evergreen office. EMG will send contact information to the Members. EMG Office follows up with Distributor about Suppliers that are unable to commit to the program.

Dec - Jan

Suppliers and Reps hold their planning meetings locally with the Distributors.

January 30

All meetings should be completed by this time.

Quarterly Reporting
April
July
October
January

Members / Preferred Suppliers / Rep Agencies:
Everyone implements their plan.
Quarterly Reporting - EMG Office will survey Members.

January 15, 2010

Final quarterly report from Member due 1/15/09.

March & April 2010

Recognition Awards will be sent to each local rep who consistently demonstrates the ability to get the job done in March 2010.
Evergreen
Evergreen Conference – Rep "Wall of Fame" will be posted.