



*Construction/Industrial Supply Distribution Network*

October 2009

Dear Evergreen Member-Owner Key Contact:

It's clear that 2009 has been one of the toughest years in the industry – and the business climate going forward is extremely uncertain. For this reason alone, participating in Planning for Profit™ with selected preferred suppliers is crucial for your company. Working with preferred suppliers in Planning for Profit is one of the most important commitments you make as an Evergreen member-owner.

As you know, the Evergreen Board of Directors meets with key suppliers each year. These suppliers – who represent more than 70% of our total volume – continue to view Planning for Profit as one of the most important programs developed by the group. Your active participation in Planning for Profit is a key way they judge the value of the group to their business. It has a direct influence on their continued participation in the group.

Over the past few years Evergreen has demonstrated its commitment to our preferred suppliers by having virtually 100% of our member-owners participate in Planning for Profit or a similar planning program. Our preferred suppliers have once again challenged us to press for 100% participation in 2010. Do your part to show our preferred suppliers that Evergreen is still the #1 marketing group in the industry and that we are committed to working with them to drive growth. Use Planning for Profit to work with preferred suppliers to grow your business in 2010.

Planning for Profit provides a simple framework you can use to sit down with key suppliers at the local level, set expectations and plan activities designed to grow the business. Setting expectations together with your key suppliers and documenting those joint commitments is a major step toward success. One approach is to use Planning for Profit as a vehicle to target Hilti® in your market. Consider selecting preferred suppliers who can work together to develop “packages” to help you proactively attack Hilti.

Your plans can be simple or elaborate and will vary greatly depending on the importance of the specific suppliers to your business. The key is that your plans are written and followed through. The Evergreen office provides worksheets and other support materials that can be used by the member and preferred supplier to participate in the program or you can use your own system for documenting your plans.

It is not important which forms you use. However it is important that every Evergreen member – owner has a formal and on-going process of actively working with our preferred suppliers.

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The Evergreen Board of Directors strongly encourages each member-owner to demonstrate their commitment to the group by participating in Planning for Profit or devising a similar approach to partner with preferred suppliers.

Evergreen plans to recognize publicly those local reps who consistently get the job done with you through Planning for Profit. Recognition goes a long way in driving loyalty and commitment. By participating in Planning for Profit, you can recognize those local reps who are important to your business.

Key elements of the formal 2010 Planning for Profit program include:

1. Each Evergreen Member-Owner picks a minimum of five preferred suppliers to participate with in the Planning for Profit program. If you use some other way to manage your planning with preferred suppliers, we still expect you to plan with at least five and to tell us who they are.
2. We encourage you to designate one *active* Planning for Profit key contact to monitor the program for the year. A single point of contact for each company can eliminate confusion and frustration.
3. Actively work with your preferred supplier local, regional and national sales representatives to develop and execute plans to grow your joint market share profitably.
4. Every quarter, the Evergreen office will contact you 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 have his or her name displayed on our “Wall of Fame.” The Wall of Fame will be displayed during the 2011 Partnership Conference. Following the conference, the Wall will be permanently installed at the Evergreen Training Center. This year, we will also ask preferred suppliers to tell us how you are doing and we plan to build a “Member-Owner Wall of Fame” to recognize member-owners who get the job done.

It is important that we show our preferred suppliers that Evergreen members will actively engage with them to grow their business. Planning for Profit is one way we can constantly demonstrate our commitment to our preferred suppliers. In turn, our participation will help to re-energize their commitment to the group. It is key that we show our suppliers that Evergreen can work with them better than any national player – and certainly better than any other group of independent distributors.

I urge you to show the unity of the group. The Planning for Profit process is Business 101 and a great way to show support for our preferred suppliers. Please call if you have any questions or comments. 800-859-8733

Best regards,



Kevin D. Higginbotham  
CEO

# The Evergreen Marketing Group 2010 Planning for Profit

## Distributor Member-Owner Q & A's

### How does Planning for Profit work?

- 1) Select five (5) or more Evergreen Preferred Suppliers. There are no criteria on who you should select. Pick five suppliers that you feel can best help you grow your business.
- 2) Submit your selections to the Evergreen office **by November 16** and we will advise the national sales management that you have chosen them and encourage their support.
- 3) Go ahead and contact your local reps and set times to meet and discuss ways you can work together to develop joint sales and marketing strategies for the coming year. If you don't know who your local rep is, we will find out for you through the national sales managers. In the Planning Documents there are sample letters you can use to tell your reps what you expect.
- 4) Your joint plans can be as simple or as elaborate as needed. Be sure to document dates and who is accountable for follow up.
- 5) 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](http://www.evergreen-marketing.com)

Click on the green 'What's New' button, scroll down and click on Planning for Profit 2010.

### Why participate?

- 1) There is no better way to support Evergreen preferred suppliers than to work together to grow business. Our top preferred suppliers want to see Evergreen members actively engaged in a program that will grow their business.
- 2) Planning for Profit provides you a framework to work together with your local reps toward common objectives.
- 3) Planning for Profit provides you a way to publicly recognize the reps who get the job done for you.
- 4) Evergreen will reward the top performing members in Planning for Profit.

### Suggested Activities that Drive Profitability

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

# The Evergreen Marketing Group Planning for Profit 2010 Key Dates

October 23

Program materials posted on the Evergreen Marketing Group Website for Member-Owner printing. Information packets mailed and e-mailed to Members-Owners.

November 6

Implementing Planning for Profit Webinar 10 a.m. CST – Contact EMG office @ 1-800-859-8733 to register

November 7

Evergreen Informational Meeting & Planning for Profit  
Question & Answer Session @ STAFDA  
4:00 – 5:30 PM Saturday November 7, 2009  
Georgia World Congress Center Room #A404

November 16

Deadline for Member-Owners “Pick 5” list. Member-Owners FAX or E-Mail to EMG office the list of their chosen five Preferred Suppliers for 2010.

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 Member-Owners. 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

Member-Owners / Preferred Suppliers / Rep Agencies:  
Everyone implements their plan.

Quarterly Reporting - EMG Office will survey Member-Owners & Suppliers.

January 14, 2011

Final quarterly report from Member-Owners & Suppliers due 1/14/11.

March & April 2011

Recognition Awards will be sent to each local rep who consistently demonstrates the ability to get the job done in March 2011. Evergreen Conference – Rep/Member-Owner “Wall of Fame” posted.

The Evergreen Marketing Group  
Planning for Profit 2010

***Completed by Distributor Member-Owner***

- Distributor Name: \_\_\_\_\_
- Who is the Planning for Profit contact for your company? \_\_\_\_\_
- Contact Phone Number: \_\_\_\_\_
- Contact E-Mail: \_\_\_\_\_

<b>Preferred Supplier Selections</b>
<b>1. Preferred Supplier:</b>
<b>2. Preferred Supplier:</b>
<b>3. Preferred Supplier:</b>
<b>4. Preferred Supplier:</b>
<b>5. Preferred Supplier:</b>

I use a different method to actively manage my business planning with the preferred suppliers listed above.

I do NOT plan with preferred suppliers.

**Please submit to the Evergreen Office by November 16, 2009**

You may also complete this form online at [www.evergreen-marketing.com](http://www.evergreen-marketing.com)

Click on the green 'What's New' button on the Website

Scroll to Planning for Profit 2010

Click On "Supplier Selections (Online Form) – Member-Owners Pick Five"

If you wish to submit more than five, please turn in multiple forms.

**Fax Back To: 972-242-1411**