



Construction/Industrial Supply Distribution Network

October 2011

Dear Evergreen Member Owner:

Although we are beginning to see growth in many markets around the country, there is little in the way of sustained optimism in commercial construction. This is a compelling reason to participate in Planning for Profit™ with preferred suppliers in 2012! 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. Our preferred suppliers consider Planning for Profit one of the single most important programs developed by the group. Each member's active participation in Planning for Profit is a key way our preferred suppliers judge the value of the group to their business and it has a direct influence on their continued participation in the group.

For the past few years Evergreen has shown this commitment to our preferred suppliers by having virtually 100% of our members participate in Planning for Profit or a similar planning program. Our preferred suppliers have once again challenged us to press for 100% participation in 2012. We need you to 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.

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 drive growth. Setting expectations together with your key suppliers and documenting those joint commitments is a major step toward success. I strongly recommend that you use Planning for Profit to target Hilti® in your market. Consider selecting preferred suppliers who can work together to develop "packages" to help you proactively attack Hilti. Hilti did more than \$700 million in business in your core products last year. Use Planning for Profit to take some of that back.

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 down 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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In addition to the growth opportunities you will have by working with preferred suppliers, Evergreen will publicly recognize 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 2012 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 certificate and have his or her name displayed on our “Wall of Fame.” The Wall of Fame will be displayed during the 2013 Partnership Conference. Following the conference, the Wall will be hung at the Evergreen Training Center for the remainder of the year. 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 members 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 your suppliers that Evergreen can work with them better than any national player – and certainly better than any other group of independent distributors.

As an Evergreen owner, 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 2012 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. Tailor them to fit your company.
- 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

Click on the green 'What's New: Program and Event Information' button, scroll down and click on Planning for Profit 2012.

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.

Suggested Activities that Drive Profitability & Growth

- 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 2012 Key Dates

October 10

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

November 12

Evergreen Informational Meeting & Planning for Profit
Question & Answer Session @ STAFDA in San Antonio
4:00 – 5:30 PM Saturday November 12, 2011
Henry B. Gonzalez Convention Ctr. Room 215

November 16

Deadline for Members “Pick 5” list. Members FAX or E-Mail to EMG office the list of their chosen five Preferred Suppliers for 2011.

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 Member-Owners & Suppliers.

January 14, 2013

Final quarterly report from Members & Suppliers due 1/13/13.

March & April 2013

Recognition Awards will be sent to each local rep who consistently demonstrates the ability to get the job done in March 2013.
Evergreen Conference – Rep/Member “Wall of Fame” posted.

The Evergreen Marketing Group
Planning for Profit 2012

Completed by Distributor Member-Owner

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

Preferred Supplier Selections
1. Preferred Supplier:
2. Preferred Supplier:
3. Preferred Supplier:
4. Preferred Supplier:
5. Preferred Supplier:

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, 2011

You may also complete this form online at www.evergreen-marketing.com
Click on the green 'What's New: Program & Event Information' button on the Website
Scroll to Planning for Profit 2012
Click On "Supplier Selections (Online Form) – Members Pick Five"
If you wish to submit more than five, please turn in multiple forms.

Fax Back To: 972-242-1411