



October 2011

Dear Evergreen Preferred Supplier & Manufacturer Rep partners:

Although we have seen some growth in many areas of the country in 2010, there is still no sustained sense of optimism in commercial constructions. This is a compelling reason to participate in Planning for Profit™ in 2012! Working with our preferred suppliers in Planning for Profit is one of the most important commitments our members make to you and your company. I recommend that you ask your local reps to reach out to members in their areas and ask to be one of their Planning for Profit selections for 2012.

Over the past few years Evergreen has demonstrated its commitment to our preferred suppliers by having virtually 100% of our members participate in Planning for Profit or a similar planning program. Once again we will strongly encourage each member to participate in Planning for Profit as a tangible demonstration of their commitment to our preferred suppliers.

Planning for Profit provides a simple framework you can use to sit down with key Evergreen members at the local level, set expectations and plan activities designed to grow the business. Setting expectations together with Evergreen members and documenting those joint commitments is a major step toward success.

We are also suggesting that members consider using Planning for Profit 2011 as a way to specifically target Hilti®. Hilti did more than \$700 million in business last year in the core products offered by Evergreen members. You can help them target that business through Planning for Profit activities.

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 members, preferred supplier and local representation.

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 2012.

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Please note that Evergreen will once again publicly recognize those local reps who consistently get the job done for our member-owners 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 2012 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 member-owners 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 point of discussion 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.” This year, we will also survey preferred suppliers to tell us how each member-owner is doing and we plan to build a “Member Wall of Fame.”

Planning for Profit is Business 101. Make it a priority in your daily/weekly/monthly contacts with Evergreen member-owners 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 2012. You may also wish to target specific companies during the STAFDA Convention in San Antonio. While in San Antonio, be sure to attend the Evergreen information session on Saturday, November 12 @ 4:00 – 5:30 p.m. in the Henry B. Gonzalez Convention Center Room 215.

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 2012 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 member-owners 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 member-owners 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 member-owners 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/fax or email. 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: Program & Event Information' button, scroll down and click on Planning for Profit 2012.

Why should you participate?

- 1) **Access** -- Getting the attention of an Evergreen distributor member-owner 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) **Growth** -- 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 member-owners will respond favorably if you come to them with a proactive plan of action and a desire to get the job done.
- 3) **Recognition** -- Evergreen will formally and publicly recognize the local reps – independent and direct -- who “get the job done” for our member-owners. 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 200 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 member-owners 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 member-owner 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-owner 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 2012 Key Dates

October 10

Program materials posted on the Evergreen Marketing Group Website for Member 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 2012.

December

Evergreen Office contacts all Suppliers that are picked by the member-owners 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 & 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.