



Construction/Industrial Supply Distribution Network

October 2016

Dear Evergreen Member-Owner:

It's time to decide which Preferred Suppliers you want to partner with for Planning for Profit™ 2017. Working with Preferred Suppliers in Planning for Profit is one of the most important commitments you make as an Evergreen Member-Owner.

Our expectation is every Member-Owner will actively participate in Planning for Profit. Many Preferred Suppliers consider Planning for Profit one of the single most important programs developed by the group, and they judge us on how well individual Member-Owners participate. Please support the team.

Many Preferred Suppliers offer special deals for the Member-Owners who select them for Planning for Profit. Like we did last year, we are calling this *Planning for Profit Plus*. If a Preferred Supplier offers to do *Planning for Profit Plus* this means they are willing to negotiate special programming directly with you. Take advantage of this.

So far, International Fasteners, Protective Industrial Products, and MAX USA have indicated a desire to do *Planning for Profit Plus*. In addition, Milwaukee Tool and DeWalt are both offering additional incentives on cordless purchases—something no other group receives. You may want bring up *Planning for Profit Plus* as you talk with Preferred Suppliers about participating with them.

A couple things you may want to think about relative to Planning for Profit:

- 1) **New Preferred Suppliers**—It is a great way to develop a closer relationship with new Preferred Suppliers and to bring in new lines for your business. We encourage you to pick at least one Preferred Supplier each year that you haven't worked with previously.
- 2) **Coop Advertising Funds**—Many distributors leave a lot of coop money on the table. Use Planning for Profit to track these funds and put them to use driving your business.
- 3) **Target Hilti®**—In addition to your company, there are more than a dozen Preferred Supplier companies losing business to our friends from Lichtenstein. Partner with them to fight back.
- 4) **Recognize Your Good Reps**—You know that a good rep is a true asset. There aren't a whole lot of them. 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 make sure your best reps get this recognition.

3552 Garden Brook Drive * Farmers Branch, Texas 75234 * Tel: 972-242-1600 * Fax 972-242-1411*

www.evergreen-marketing.com * evergreen@evergreen-marketing.com

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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-Owner and Preferred Supplier to participate in the program, or you can use your own system for documenting your plans.

Key elements of the formal 2017 Planning for Profit Program include:

1. **Pick At Least Five**—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. **Designate a Key Contact**—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 the Program**—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. **Plan Quarterly Follow Up**—Every quarter the Evergreen office will ask you to complete a report card for each manufacturer partner. At the end of the year, Evergreen will publicly recognize those local manufacturer reps (direct or independent) who consistently get the job done. Each receives a certificate and has his or her name displayed on our “Wall of Fame.” The Wall will be displayed during the 2017 Partnership Conference and then hung at the Evergreen Training Center for the remainder of the year. We also build a “Member-Owner Wall of Fame” to recognize Members who get the job done.
5. **Everything is on the Website**—We have automated much of Planning for Profit on our website. You can make your supplier selections online, and each supplier will automatically receive an email indicating that you have selected them. It’s easy.

It is important that we show our Preferred Suppliers that Evergreen Member-Owners 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.

I urge you, as an Evergreen owner, to show the unity of the group. The Planning for Profit process is a great way to show support for our Preferred Suppliers. Please call me at 800-859-8733 if you have any questions or comments.

Best regards,



Kevin D. Higginbotham
CEO

The Evergreen Marketing Group 2017 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, except we suggest you pick at least one you haven't worked with before. Pick five suppliers that you feel can best help you grow your business.
- 2) Submit your selections to the Evergreen office **by November 18**. The easiest way to do this is by logging on to the EMG website. The website will automatically email each supplier you select indicating that you have selected them for Planning for Profit 2017. You may also submit your selections by fax using the form below. However, since the program is administered online, you are better off getting comfortable with the website.
- 3) Go ahead and contact your local reps to 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, you will receive this information automatically via email when the Preferred Supplier completes their Commitment Form. 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

and click on the '**What's New: Program and Event Information**' button on the left side of the screen; scroll down and click on "**Planning for Profit 2017.**"

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 Member-Owners 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 | 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 2017 Key Dates

October

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

November 7

Evergreen Informational Meeting & Planning for Profit
Question & Answer Session @ STAFDA in Atlanta
4:00 – 5:30 PM Saturday November 5, 2016
Georgia World Congress Center. Room A403

November 18

Deadline for Members “Pick 5” list. Members log in to Evergreen website and submit their list of at least five Preferred Suppliers for 2017.

November/December

Preferred Supplier key contacts receive an email for each Member-Owner who selects them for Planning for Profit 2017. Preferred Supplier key contact logs in to Evergreen website to complete Commitment Form.

December

Once the commitment form is completed, the local contact information is automatically emailed to the Member-Owner.

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 15, 2018

Final quarterly report from Members & Suppliers due 1/15/18.

March & April 2018

Recognition Awards will be sent to each local rep who consistently demonstrates the ability to get the job done in March 2018. Evergreen Conference – Rep/Member “Wall of Fame” posted.

**The Evergreen Marketing Group
Planning for Profit 2017**

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 18, 2016

You may also make your selections online at www.evergreen-marketing.com
Click on the green Login button. Once logged in, click "My Planning for Profit" near the top of the column on the left hand side of the page.

You can select as many suppliers as you wish, but you must pick at least five.
Each supplier you select will automatically receive an email telling them you have picked them.

Fax Back To: 972-242-1411