



Construction/Industrial Supply Distribution Network

October 2016

Dear Evergreen Preferred Supplier & Manufacturer Rep partners:

We've asked every Evergreen Member-Owner to engage our Preferred Suppliers in the 2017 Planning for Profit™ program. They are currently making their selections for the new program year.

At the suggestion of the Evergreen Supplier Advisory Council (ESAC), we also encouraged Preferred Suppliers to consider offering incremental incentives to Member-Owners who work with them and achieve agreed-upon goals. This optional feature will be called *Planning for Profit Plus*. We will tell Member-Owners which Preferred Suppliers have elected to add a *Plus* to their program. If you haven't let us know yet, please do so soon.

Working with our Preferred Suppliers in Planning for Profit is one of the most important commitments our Member-Owners make to you and your company. Make sure your local reps are engaged and asking Member-Owners to participate.

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. Once again we have strongly encouraged each Member-Owner 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 Member-Owners at the local level, set expectations and plan activities designed to grow the business. Setting expectations together with Evergreen Member-Owners and documenting those joint commitments are major steps toward success.

We are also suggesting that Member-Owners consider using Planning for Profit 2017 as a way to do a better job of promoting your brand through cooperative advertising. In addition, we've suggested that they specifically target Hilti® in their markets. You can help them target that business and make more effective use of your coop program through Planning for Profit activities.

While the joint plans can be simple or elaborate, the key is that they are written down and followed through. The Evergreen office provides worksheets and other support materials that can be used by Member-Owners, Preferred Suppliers 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

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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 2017 Planning for Profit program include

1. The Evergreen Member-Owner selects a minimum of five Preferred Suppliers to participate with in the Planning for Profit program.
2. Member-Owners will submit their selections to the Evergreen office via our website. 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-Owner to develop and execute plans designed to grow your joint market share profitably.
5. Every quarter, the Evergreen office will survey Member-Owners and our Preferred Suppliers and ask how the program is going with their Planning for Profit partners. 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 suitable for framing and will have their name displayed on our “Wall of Fame.” We will also survey Preferred Suppliers to tell us how each Member-Owner is doing so we can build a “Member-Owner Wall of Fame.”
6. **Please Note:** We have automated much of Planning for Profit on our website. Member-Owners are able to make their supplier selections online, and each supplier will automatically receive an email indicating that they have been selected. Once notified, Preferred Supplier key contacts are asked to log in to the Evergreen site to complete their Commitment Form to provide local rep contact information. I have attached a short tutorial on using the website.

I encourage you to proactively contact your local Evergreen distributor and ask to be one of their Planning for Profit partners in 2016. You may also wish to target specific companies during the STAFDA Convention in Atlanta. While in Atlanta, be sure to attend the Evergreen information session on Saturday, November 5 @ 4:00 – 5:30 p.m. in the Georgia World Congress Center Room A403.

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. I’ve attached a brochure on Planning for Profit you can share with your field people. Feel free to forward it to anyone you wish.

Best regards,



Kevin D. Higginbotham
CEO

The Evergreen Marketing Group 2017 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 made on the EMG website. Preferred Suppliers and their local representation are encouraged to proactively contact Evergreen Member-Owners and ask to participate with them.
- 2) Preferred Suppliers receive an email notifying them that a Member-Owner has selected them. Preferred Supplier key contacts must complete a Commitment Form on the EMG website identifying the local rep who will be assigned to the Member.
- 3) Evergreen Member-Owners are encouraged to go ahead and contact local reps to 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 Member-Owners. You may download this off our website.

In addition, Evergreen provides various worksheets and calendars on the website that can be printed to assist in information gathering and plan development. Go to

www.evergreen-marketing.com

and click on the green ‘What’s New: Program & Event Information’ button on the left hand side of the screen; scroll down and click on Planning for Profit 2017.

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 certificate 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 350 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 a 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

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|-------------------------------|------------------------------|
| 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 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 make selections on the Evergreen website.

November/December

Preferred Supplier key contacts will automatically receive an email each time a Member selects them for Planning for Profit.

December

Supplier key contacts log in to the Evergreen website and complete a Commitment Form for each Member to provide local rep contact information. Members automatically receive an email with this information when the Commitment Form is completed.

Dec - Jan

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

January 30, 2017

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 15, 2018

Final quarterly report from Members & Suppliers due 1/16/18.

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.