



Dec. 2011- Jan. 2012 Milestones Promo Items

Effective 12/01/11 (early sales apply also)

(Program includes sales thru 02/01/12) Qualifying goal is 0.75% of sales.

Outside Sales have their promo goals calculated based on their own personal sales volume. Goals for all other positions are based on store totals, which is all sales. If the goals are achieved, not only will you have fulfilled your milestones goal (this year 0.75% of sales), but you will also receive bonuses according to the calculation shown on your milestones sheet. Bonuses achieved will be paid in early 2013.

All team members, including managers, are eligible for promo bonusing. However, in order for bonuses to be paid, the target goal must be met. Bob Stahmann will keep you informed of your progress throughout the year. Once the goal is met, keep going. You have achieved your milestone, but the more you sell the higher your bonus will be.

The calculation for bonuses will be based on the "bonus year", which is December 2011 thru November 2012. Even though it is an annual program, the selected promo items themselves will still have a monthly focus, although some will carry over longer. Dollars will accumulate based on the selected items for a given month. As before, exceptions can be made when a customer commits to something during the bonus month, but wants it billed the first of the following month. Items that get sold slightly before the month begins because inventory was available will also count.

If items are discounted on the invoice further than the sale price, they are not eligible unless forced by pre-programmed mfg. special pricing, as long as that pricing is discounted from full list, not the sale price. When there is no sale price on a flyer, that is because it involves a brand that experiences a wide variety of pre-programmed customer discounts. The focus is just on getting the new products out there. All sales count in that case.

Some customers have a pre-programmed discount off the whole invoice. Calculate what that customer's normal price would be on the item if it were not on sale. If that comes out less than the sale price, it will still count because we have no choice. Just make sure the item is placed on the invoice at full list (overstrike if necessary) and not the sale price, or it won't count as it was double-discounted. If it comes out higher than the sale price, write a separate invoice that gets them the sale price.

Items sold but then returned will also not count.

Store transfers - when receiving remember to answer Y on the “Prevent Sales History?” question in order not to create an artificial sale in the transfer store.

Order levels will initially be set by Bob and will appear on your regular 99 or National Oak orders. Managers reset levels and reorder as desired. KEEP UNSOLD ITEMS IN SALABLE CONDITION, SO THAT OVERSTOCK AT THE END OF THE PROMO PERIOD CAN BE RETURNED. SOME ITEMS ARE NOT RETURNABLE AND MUST BE SOLD OFF. BOB WILL LET YOU KNOW EACH MONTH WHEN, WHERE AND IF ITEMS ARE RETURNABLE.

Dec.-Jan. Promos (see also “Silent Promos” at the bottom)



1. We actually acquired these work gloves earlier in the year and they were back-ordered for about 3 months, so apparently very popular. They were featured at PPG’s Platinum trade show early in 2011. You can check out the flyer for FAB’s, but we figured they would sell better in colder weather when hands aren’t sweating, and they actually need the extra warmth. This promo is based on a factory-direct buy. National Oak doesn’t have them. We are only stocking Large and XL. Other sizes are available but only by the case of 12, so we would need a fair amount of demand to consider stocking another size. Let me know if you need something else.

Computer part numbers: SAS.6343 (Large)
SAS.6344 (XL)

Target: Tech or store item.

Promo price: \$7.95/pair. (regular \$10.43)

Sales tips: These are a very good quality glove at an extremely good price, but better to show them personally and let techs try them on. They are supposed to slip on very easily. A flyer is available, but not as effective as trying them on. They are machine washable, another nice feature. Sell price.

Web links:

Does not show on the SAS website

Video: None available.



2. High-Teck is promoting flat Velcro waffle-foam pads, primarily for the price point. Surprisingly, these are not Chinese, but actually made in America by Buff and Shine. So even though a super price, the quality should be there. Notice the part number sequence. If you know the 3M number, such as 5723, take the “5” off and you have the HIT number. They are packaged 2/bag like 3M and we are only promoting bag sales, not “eaches”. There are two styles, a compounding pad and a polishing pad.

Computer part numbers: HIT.723
HIT.725

Target: Shop, tech or store item.

Promo price: \$17.95/bag of 2. (regular \$23.07 – still quite a bit less than 3M even at the normal price)

Sales tips: Sell price and quality. Made in America. Don't forget detail shops – they are always looking for a deal. Compare in Perfection to a customer's regular price for the 3M equivalent. Not curved edge, but the price may be too attractive to worry about that. Flyer available.

Web links:

High Teck does not have a website. They are a private label brand for NOD.

Video: None available.



1.



2.



3.



4.



5.

3. 3M has created their Worker Safety Kits, which includes 5 popular and 3M-unique designed items at a pretty good price. Rather than describe all of them here, I will attach a list of the products to the e-mail going out with this promo sheet. It also shows the part numbers for the individual items in the kits, should you need to reorder anything later on. There are 6 kit numbers in all, but we will only be stocking 3. There is a standard kit, then one for those

who wear glasses, and another for those with a larger face or head, what has become lovingly known as the “fathead” version. The remaining 3 kits are for folks with bifocals. Those will count on the promo as well, but we will leave them to a special-order status. Our 3M reps will be providing demo kits to our outside sales team, as the best way to sell them is to show them.

This will be an **overstrike pricing promo** due to the various 3M discounts being offered to customers. If the customer’s normal 3M price on the item is higher than the sale price, overstrike to the sale price. If the customer’s discount is so deep that their regular price would be less than the sale price, leave it at that; don’t raise it. We will still count it, but that should be the exception to the rule.

Computer part numbers: 3M.37211
3M.37212
3M.37213
3M.37214 (non-stock)
3M.37215 (non-stock)
3M.37216 (non-stock)

Target: Shop, tech or store item.

Promo prices: \$48.65 (37211 only)
\$52.65 (all remaining numbers)

Sales tips: Outside sales, use the demo kits. Inside the store, put them on display. The 3M reps will be discussing sales techniques. Our price should compete fairly well out there. Study the FAB’s of each item compared to other brands that you know of (you will need to get this info from the 3M reps).
Flyer available.

Web links:

<http://3mcollision.com/3m-worker-safety-kit-37211.html>

This is the link for 37211. Scroll down a bit and you will see links for the other part numbers. Information on the individual items in the kits does not show at this point, or produces wrong information.

Video: None available.

INFRA[▲]TECH

A U T O M O T I V E



4. This is a special promo just for waterborne shops. For the most part it will be a non-stocking promo. Infratech has a unique angle with an electronic version of the blowers needed in water shops. It will not tie up shop air needed for other tools and remains very portable. The fan head is adjustable up and down on the stand, and can even be tilted vertically. It will actually dry the panels faster as it covers more surface area. A second model includes a heater, which overall makes the panels dry 50% faster than venturi style blowers, according to them. I will send out a tech sheet on these units with the e-mail that arrives with this promo description sheet. Most units will be special order, but we will have a non-heater version to physically take to shops, plug in and show how it works. We will share this unit with all outside sales on a scheduled basis. As with all electronic appliances in the booth, do not use while spraying.

Computer part numbers: INF.15-1000
INF.15-1015

Target: Shop item.

Promo prices: \$249.95 (INF.15-1000) - \$50 off
\$399.95 (INF.15-1015) - \$100 off

Sales tips: Outside sales: take the demo unit around to your water shops. We'll transfer it around from store to store. Plug it in, even use it to dry some paint. Might be able to sell the heater version as the cold weather approaches. For some shops this will be their first winter using waterborne. Flyer available.

Web links:

<http://www.infratech-usa.com/automotive/products.php?c=WBS>

Video: None available.



5. Double DA promo. Expanding on the Astro promo from October, we are offering an “Asian” model and the new Hutchins ProFinisher composite body model, made in the USA. Both DA’s are advertised on the same flyer, so you can toss any leftover Astro flyers from last month. Hutchins DA’s have not shipped yet at this writing, but feel free to pre-sell. Note that the Astro DA comes with a PSA pad plus an extra velcro pad. Both DA’s are pre-priced in the computer so no overstrike is needed. Both DA’s carry a one year warranty, but the Hutchins DA’s must be registered in order to effect the warranty. Due to Hutchins’ rules for conducting online business, we cannot display the Hutchins deal on our website.

Computer part numbers: AST.3022SDX

HUT.600 (3/16” body man style with PSA pad)

HUT.600H (3/16” body man style with velcro pad)

HUT.500 (3/32” painter’s style with PSA pad)

HUT.500H (3/32” painter’s style with velcro pad)

Target: Tech or store item

Promo prices: \$89.00 Astro (regular \$131.18)

\$139.00 Hutchins (all models) (regular \$175)

Sales tips: Sell price on both models, the Hutchins name and quality, the free Velcro pad on the Astro and the warranty (some are hesitant with a “price” DA). The Hutchins ProFinisher comes in 4 models described above. All qualify for the promo price, but stores are only stocking the body man style. Special order the painter’s style from NOD. Flyer available.

Web links:

<http://www.astrotools.com/default.aspx?toolsnum=3022S&> (doesn’t mention the free pad)

<http://www.hutchinsmfg.com/> Click on the ProFinisher sander image and check out the viewable options there.

Video: None available



6. Norton 3-2-1 promo. This is a shop purchase deal that qualifies the shop to receive a free Norton 4-tier masking machine (\$283 value) if they buy 3 logs of Norton Paint Check polycoated white masking paper, 2 cases gold tape and 1 roll 70746 foam masking material on one invoice. Depending on the Norton discount that a particular shop gets, the invoice for this purchase could range from about \$350-450. The masking machine is a paper tree style:



Any 3-log combination of 4 available sizes of masking paper will qualify: 6", 12", 18" or 36". Three different sizes, same size, whatever. Any 2-case order of tape qualifies. Choose from ¾", 1½" or 2". 70735 does not qualify on this one. Norton is promoting the newer and more unique technology.

This promo was developed specifically for Ben's – not currently available to other jobbers.

Computer part numbers: NOR.402, 403, 404, 407
NOR.6157, 6158, 6159
NOR.70746
Free masking machine:
NOR.89208PR

Target: Shop item.

Promo price: Per account.

Sales tips: The masking paper may appear pricey, but there are 750 ft. on a log and it is high end paper. Painters seem to love the check hiding feature and it works well for both solvent and waterborne systems. We have promoted both the yellow masking tape and 70746 in previous months, Promote the free machine and use dated billing on good pay accounts. Good promo for competition accounts that could use a masking machine, but figure a price comparable to a Ben's shop of similar size. Take advantage of the fact that this is a Ben's only promotion. Flyer available.

Web links:

<http://www.nortonautomotive.com/uploadedFiles/SGnortonautomotive/Documents/Catalog330-Masking.pdf>

<http://www.nortonautomotive.com/uploadedFiles/SGnortonautomotive/Documents/Complete-Masking-System-7829.pdf>

Videos:

<http://www.nortonautomotive.com/uploadedFiles/SGnortonautomotive/Video/NORTON-Masking.swf>

http://www.youtube.com/watch?v=Hl1FqnNIGgl&feature=mfu_in_order&list=UL

http://www.youtube.com/watch?v=uo2VJ-vlqnU&feature=mfu_in_order&list=UL



7. Norton Multi-bond promo. We have promoted this product before but with marginal results. This is similar to 3M.8115 or SEM.39747 for panel bonding, but is also marketed for other purposes. It is a 2:1 cartridge, priced very well and contains 20% more than other brands. See the flyer for other FAB's. The promo is that if they buy 4 cartridges, they get a box of grinding discs (2" or 3") or Blending discs (3M jargon is "surface conditioning" discs) – also 2" or 3" for free! "Sell" the special PR part number on the invoice to get the discs N/C.

This promo was also developed specifically for Ben's – not currently available to other jobbers.

Computer part numbers: NOR.06421

Free disc selection:

NOR.9191PR

NOR.9194PR

NOR.62318PR

NOR.62328PR

Target: Shop item.

Promo price: Per account.

Sales tips: Pricing generally better than other brands plus 20% more in the cartridge. 90-minute working time and long shelf life are key points. Bonding adhesive is popular, so it should be an easy concept to sell...just try another brand. Only 4 tubes required, not a case. Free box of discs valued at about \$25 for 2" or \$50 for 3" – depends on the customer's Norton discount. Check the value by using the part number without the PR after it, but only "sell" the PR number, which will come up N/C. Flyer available.

Web links:

<http://www.nortonautomotive.com/636425-06421.aspx>

Video:

http://www.youtube.com/watch?v=k6eoTsDitKE&feature=mfu_in_order&list=UL



8. SEM products cabinet. Promoted as a Lo-VOC cabinet but contains mostly popular products that are already in use. For the dual cartridge products, the gun is also part of the package. Pull up quote 4-1624368 and that will show the value of all the items in the cabinet purchased individually at list price. Because we bought direct, we can sell the same contents plus the **free cabinet** for \$300 less! Losing our shirt? – no, that's still 33% GP. We also bought before the price increase. We can get more, but then it will be closer to 30% GP. This is an **overstrike promo** due to various customers having pre-programmed SEM discounts. ***Make sure that the \$394 price is not discounted further due to account setup. Call me if you need help.***

Computer part number: SEM.70080

Target: Shop item.

Promo price: \$394.00

Sales tips: Sell the savings and the free cabinet. Use dated billing on good pay accounts. Promote to current SEM users and use sales history functions in Perfection on the part numbers that are in the cabinet (shown on the quote and on the flyer) to find potential customers. Also use sales history on equivalent products in other brands. Good one for competition shops too. Flyer available.

Web link:

<http://semproducts.com/Catalog.asp?prod=338>

Video: None available



9. Recently Tekna introduced their Quick-Clean guns, which featured a coating that operates similar in theory to Teflon, except that instead of food, paint doesn't want to stick to it. This coating is used inside and outside the gun, making cleanup easier manually for the painter OR automatically in the gun washer. As an even better upgrade, Tekna features their **new Pro-Lite series** with a new set of fluid nozzles and air caps, AND the Quick-Clean technology. Slightly lighter in weight, they are offering 5 combinations. Only one comes with a cup. The other 4 are cupless but with a DPC-43 DeKups adapter. All combinations come with 2 different size fluid tips and 2 air caps, one HEF and one HVLP. So it's like 4 guns in one. We will be stocking a cupless version that carries a 1.3mm and 1.4mm fluid tip. Another combination has 1.2mm and 1.3mm tips, and may be more suitable for water shops, but I will leave it to the manager's discretion to stock that one or not. **All guns are promoted at list less \$50.** This is a limited rollout in the USA; not all areas of the country

are getting this gun. We are among the first to see it.

Computer part numbers: TEK.703513 (same as 703515, but with cup)
TEK.703514
TEK.703515 (may be best for water shops; special
order from NOD, or manager can decide to stock)
TEK.703516
TEK.703517 (stocking number, 1.3mm and 1.4mm)

Target: Tech or store item.

Promo prices: All gun combinations \$50.00 off.
703513 with cup nets at \$499.00
Cupless guns at \$449.00
Promo prices are pre-programmed with the discount. Do not
deduct an additional \$50.

Sales tips: \$50 off is a good discount, and we have the jump on the competition in that this was made known to me before the official release announcement. Right now at National Oak, this is flying under the radar as they don't even show the part numbers on their website – but they do have inventory. Sell the 4 guns-in-one theory. Take it around and show it; let them hold it. Demo guns may be possible – ask me. See the flyer for available nozzle combinations and descriptions of the differences between each. If competition comes out with these later at a lower price, match it. It will still count towards promo sales.

Web link: This new gun not showing on the DeVilbiss site currently, but see this link for FAB's about the Quick-Clean series.

<http://www.autorefinishdevilbiss.com/Division/TEKNA/TEKNAQuickCleanPremiumSprayGuns.aspx>

Video: Was shown at the Sept. sales/manager meeting. Too large to e-mail. I can burn a disc if someone would like a copy.



Meguiar's New Car Kits – on hold

10. There will be a special promo this month involving outside sales only. It will be aimed at the New Car dept. at local car dealers as the 2012 models are about to arrive. It is involved with the Meguiar's New Car Kit. There will be no flyer and it will not appear on our website, but there will be a guideline sheet with basically 4 options to offer the dealer. Sales and managers should familiarize themselves with the guideline sheet so they know what's going on. And then two things:

A. Prepare for the dealer before approaching them. Look at account discounts including prompt pay before going in. If we make a sale can we **NOT** bill it to the collision center? Don't want to mess up their numbers if we can help it. Get a purchase order, proper signature, etc. for proper authorization. Profit will be tight on these and we want no glitches in getting paid. Don't add fuel surcharge.

B. The option the dealer picks may be "none of the above". Sometimes we will just need to work a creative deal, but if he beats us up too much, we'll just walk away. We don't want to look too desperate for the sale. They should be smart enough to know that we are going to offer this to other dealers too.

Managers:

I will attempt to get some free samples to give away, but be prepared to store use some kits. We will want to leave one with the new car manager after each visit.

Computer part number: MEG.G3200.

TWO “SILENT” PROMOS

Two promos will be available that will have no flyer. They are primarily for outside sales, but telephone-assisted sales are possible. Managers & Counter sales need to be filled in on the billing options.

1. PPG DC2000 Ultra Velocity Clear, sold in competition shops.
 - PPG is producing DC2000 starter kits, P/N PPG.DC2000KIT in our system. These will be given to existing and competition customers alike. The sales team and stores will be given a few kits to give away as desired.
 - A special promo will be available for competition shops. After they have tried the demo kit, if they wish to order the product, we will offer the gallons and associated products at 20% off through December. In addition, whenever they buy a gallon of clear, *they will get a free PPG t-shirt.*
 - Product Information – go to our website on the front page and you will see 3 links in the Featured Products section. **It is a 4:1:1 mix.**
 - Check out the comparison chart against S-W.
 - Products and competition shop pricing:
DC2000 gallon \$216.65 regular. **Competition shop \$173.32.**
DCH2015 quart of catalyst \$105.80 regular. **Competition shop \$84.64.**
DR210 or DR220 quarts of reducer \$36.65 regular. **Competition shop \$29.32.**
 - **Shop cost RTS/quart after the discount is \$47.88** if comparing to other brands. S-W is the other main player in the super fast clear market.
 - They only get the free t-shirt when a gallon of clear is purchased, not the catalyst and reducer by themselves. Multiple shirts are available for multiple purchases.
2. Special discount on RTI’s PERF 25 and PERF50 dual chamber dessicant driers. You may remember these units from Terry Moore’s presentation a couple months ago. PERF25 just means 25 CFM and PERF50, 50 CFM. So these tend to be for larger shops. We have one of each in Daytona. Remember that these do need to be put together.
 - If you are behind in milestones for promo items, selling one or both of these could get you back in the game.
 - Remember that Terry’s demo unit is available to us (mounted on a dolly).
 - We also have an air quality test kit that you can check out from the library (I am the library). This kit almost always shows some dirty air and can help you sell the units.
 - Discount down to a minimum of 25% GP and it will count towards milestones. That translates to:
RTI.PERF-25 is \$2199 list. **Minimum selling price \$1,662.44**
RTI.PERF-50 is \$2699 list. **Minimum selling price \$2,020.44**
 - Use dated billing on good pay accounts.

MILESTONES SALES GOAL – 0.50% OF TOTAL SALES

(individual goal for Outside Sales, store goal for others)

- Sales Goal period runs from December 2010 – November 2011
- Cash bonuses paid to all team members in early 2012 if goals are met. Bonuses paid per your Milestones sheet.
- Goal must be met in order for cash bonuses to be paid.
- Bob Stahmann will periodically report on your progress, keeping you informed of where you are at and how much you or your store needs to sell by November 30 in order to meet or exceed your goal. Excess promo sales increase the cash payout next year.