



March 2012 Milestones Promo Items

Effective 3/01/12 (early sales apply also)

(Program includes sales thru 04/02/12) 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 (or 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.

Exceptions:

- **Items discounted to match a competitor's verifiable sale price on the same item will still count most of the time.**
- **Items discounted to match a verified online price may or may not count – judgment call – ask Bob.**
- **Items discounted an extra 10% due to a customer's one-time discount by signing up for our monthly promo e-mail list will still count.**
- **If a customer pays cash and has a pre-loaded 2% discount, that is just for prompt pay and the sale will count.**

Items sold but then returned will 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.

March Promos (see also “Silent Promos” at the bottom)



1. AES Industries is now another direct line with Ben's. As such, we will be able to buy deals on import style items. Yes, the cheap stuff. But some of it has its place. Like this 3-gun, 3-cup plus regulator kit in an aluminum carrying case. This promo is a rare one in that it's one that outside sales should avoid for the most part. The guns are not verifiable rule 40 compliant, so the market is really the walk-in trade at the stores.

Each kit contains a 1.0mm touch-up gun, a 1.4mm basecoat/clearcoat gun and a 1.7mm primer gun....plus the regulator plus an aluminum carrying case. The guns are all HVLP. Those oriental workers must get paid in rice!

Computer part number: AES.111

Target: Store item, walk-in trade

Promo price: \$99.95

Sales tips: Sell price. Be straight with the buyer as to what they are. High quality precision machining is not what they are about. You cannot get parts. But with care and cleaning, they should easily get \$100 worth of use out of them. This is for the low end market, home owners and hobbyists. Do not sell to shops; shops must be rule 40 compliant. There will be no flyer – only a large sign to place on the store display. If a customer begins to balk about the quality issue but they don't want to spend much money, that's your clue to upgrade to the FLG4 promo below. The AES.111 kit does carry a 90-day warranty.

Web links: <http://buyaes.com/air-tools/spray-guns/deluxe-4pc-hvlp-spray-gun-set.html>

Video: None available.



2. Karajen booth accessory products has offered us a 10% discount on their entire product line during our promo period. We did the mini booth boxes and dual gun hangers last year, but they have several new products. Cliff Silverman, owner and sales rep, has already made some shop visits with some of our sales people and made several sales. We are not stocking all products, but special orders are pretty easy. If you think something will sell but we don't stock it, let me know. We do have display samples of the air blower holders for waterborne shops, and the airbrush work station.

Computer part numbers: Refer to catalog pages being sent in e-mail.

Target: Shop, tech or store item.

Promo prices: Take 10% off Perfection price. Prices are not pre-loaded with the discount. Call Bob if price or P/N not in the system. Be careful if an account has a pre-loaded invoice discount.

Sales tips: One tip – take the items into the shop, slap the magnets on the booth wall or tool box and they will sell themselves. This is the technique Cliff used with our folks while visiting in Florida. Let me know if you need a price on an item not in the computer. For water shops, we have a couple blower hangers that you can show around, including one that holds (and comes with) the Iwata Windjets. Flyer available (two-sided – so much stuff).

Web links:

<http://www.karajencorp.com/>

Video: None available.



3. This promo is under construction but should be available mid-month. Unlike the AES.111 gun kit, this one is more for outside sales only and not for stores, except that stores can still benefit from the sales. SEM's "Factory Pack" program kicked off about 1-1/2 years ago but hasn't been moving due to folks just not understanding its value. 12 colors are produced in just the "A" movers for Ford, GM, Honda and Toyota, so 48 colors total. The market for these is cut-in, trim and the savings in time from loading and cleaning a gun. Shops find it very handy and they help speed up production.

To kick it in the pants, SEM is offering a free cabinet that holds 12 colors (up to 3 cans deep). Plus they are offering the initial round of 12 cans free! So for instance a Toyota dealer would get their 12 most popular colors for free and place them in a free cabinet. Then it's a matter of acceptance in the shop – they have zero initial investment. We will have to decide on a case-by-case basis if they wish to buy back-ups or wait and see.

On our end, we order a package where we buy 1 can each of the 48 colors, then we get 48 free cans plus 4 free cabinets. So potentially that could cover 4 specialized dealerships, with back-up stock in the stores. If it gets cranking like everyone thinks it will, we will need to start buying the colors and put them in our warehouse at 6/case. We buy SEM direct so this should be a money-maker. No "D" movers – all A's.

I have ordered color charts and information for everyone, plus SEM is willing to commit the manpower locally to help us get it going.

This promo will not appear on the website at the present time and there will be no flyers except what SEM already has.



4. The next generation of Finishline guns has been released, with the FLG4 gun body. The kit includes 3 fluid tips so it can be marketed for primer, color or clear (1.3mm, 1.5mm and 1.8mm). The stores will be stocking the standard version, but there is also a waterborne version available at the same price with the same size fluid tips. There is also a primer only version available with just 2 fluid tips (1.8mm and 2.2mm). The standard and waterborne versions include an HAV-512 air control with gauge. They list at \$239 and we are offering a \$40 introductory savings. The standard version has a full-size aluminum cup, but the waterborne gun has a small 20 oz. acetal cup. The primer gun has a full size aluminum cup; it lists at \$213.00 and we offer it at \$189.00 during this promo period. All are HVLP guns.

Computer part numbers: DEV.FLG-670 – stores are stocking
DEV.FLG-671 (waterborne)
DEV,FLG-678 (primer only)

Target: Tech or store item.

Promo prices: \$199.00
\$189.00 (FLG-678 gun only)

Sales tips: Sell price, parts availability and reasonable quality for a low-price gun. FLG4 is a little more ergonomic design. It's not for daily professional use with high end paints, but a decent quality as a back-up. Flyer available.

Web links:

<http://www.autorefinishdevilbiss.com/Division/FinishLine/FLG4GravityFeedSprayGun.aspx>

Video: None available.



5. Astro has finally answered the demand for a cutoff tool that operates in a straight line pattern, instead of just right angle. Our introductory kit **includes 5 free cutoff wheels.**

Computer part number: AST.209DX

Target: Tech or store item.

Promo price: \$99.95. (regular \$114.95)

Sales tips: Sell the new design. Check out FAB's on the pdf below: chrome plated adjustable spark guard, variable speed, lockout throttle protection. Flyer available. Good price. 1 year limited warranty.

Web links:

<http://www.astrotools.com/pdf/flyer/209.pdf>

Video: None available.



6. One of the hottest items at last year's SEMA and NACE shows was a \$529.00 Dent Fix tool called the Hot Stapler. Refer to:

http://www.dentfix.com/viewItem.asp?utm_campaign=DF-800BR_FP_Referral&sku=DF-800BR&item=Hot+Stapler+-+Plastic+Repair+Assistant

Motor Guard figured out that they can offer the same technology by using a special adapter attached to a standard stud welding gun and offer it at a list price of only \$129.00. During our promo, we are discounting that \$20 more! Each kit comes with a series of "stakes" which have various uses: inside corners, outside corners, flat areas, etc. These stakes are essentially melted into the torn plastic bumper or other item on the back side and they provide the support and strength to be able to finish the cosmetic repair on the other side. It's like doing surgery on the plastic and "stitching" it up, hence the name Magna Stitcher.

Computer part number: MG.MS-1-KIT

Target: Tech, shop or store item.

Promo price: \$109.95. (regular \$129.95). *If you also sell a stud welder in order to sell this kit, both will count towards milestones. Any brand stud welder would count; doesn't have to be Motor Guard.*

Sales tips: Demo if possible. If you feel a lot of potential, I have a demo kit and Dan Davis will make sales calls with us. I am told this will fit most brands of stud welders. Flyer and video available. Big time and money saver over using dual cartridge systems to patch the back side. Show the video to the customer; it may save time over a live demo. Extra stakes are available through National Oak: part numbers MS2004, MS2005, MS2006 AND MS2007. Stakes are all stainless steel. Instruction sheets available – to be e-mailed with this promo sheet.

Web links:

<http://www.motorguard.com/newprod.html>

Video:

<http://www.youtube.com/watch?v=8LtUlc2TKAo>



7. 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.

8. 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.

INFRATECH

A U T O M O T I V E



9. 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.



10. 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

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. March is the last month for this one.

- 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 – 0.75% OF TOTAL SALES

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

- Sales Goal period runs from December 2011 – November 2012
- Cash bonuses paid to all team members in early 2013 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.