



## August 2012 Milestones Promo Items

Effective 8/01/12 (early sales apply also)

(Program includes sales thru 09/03/12) 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.**

## August Promos (see also “Silent Promos” at the bottom)

### New items this month: 1 through 4



1. SEM's summer promotion is the cooler pack promo. Essentially they buy a pre-packaged 6-pack assortment of popular products that most likely they are already using, and get a free cooler bag. Note that 39847 is a new product and is actually an improvement over 39767 Problem Plastic Repair Material in that it has a longer working time for hot weather. So use it anywhere you would use 39767. Pricewise, due to the extra discount we get, it's cheaper to buy this promo than to buy the 6 cartridges individually, even if it is a customer with a heavy SEM discount. Obvious question, can you swap out some products if a customer isn't using them? First, see if they will try it, but second – yes, if the value of the cartridge is about the same. Work it out with your manager as he needs to keep his inventory correct. He also may need to send your swap-out product to another store as he doesn't stock it there. Note that SEM has received so many orders on this promo that they are sold out. We cannot order more.

Computer part number: SEM.79022

Target: Shop item.

Promo price: \$149.00 OVERSTRIKE. Not pre-programmed due to multiple

accounts with various SEM discounts.

List price: \$218.80

Sales tips: Sell the free cooler idea, but also the selection of products and the heavy discount. If anyone needs manual guns, we can get those N/C. Flyer available.

Web links:

<http://semproducts.com/news/new-promotion-79022-dual-mix-cooler/>

Video: None available



2. DeVilbiss has designed a new flavor of DeKups to address the issue of poor fluid flow as the disposable bag inside the hard cup begins to compress. This is apparently even more of an issue with waterborne shops. The new style is called the "Gunner" and is a vented cup. They are only one size right now – 24oz, packaged 48 per box - and there are several differences to note compared to the other styles. I wrote up a special page just to go over these points. It will be sent with the e-mail that contains this description sheet. *Please read through it as it is a very different concept. Managers make sure counter staff does too. It is also suggested to have each person physically look at the cup, attach the lid and place it on a gun. Watch the video too.* If you sell a kit, you may want to stock a box of the lids only. These cups, the bottom part, can be reused if desired. Note that gun adapters are not the same as regular DeKups. A complete set of adapters is on order for each store. Check the web link below for a chart of adapter part numbers.

Computer part number: DEV.DMK-621

Target: Shop item.

Promo price: 10% off whatever the customer's regular price on DeKups is. Ben's is also getting an extra 10% off during the promo period, so we are covered. Multiply the customer's price by .90 and overstrike to that figure, or if it's the only thing on the invoice, discount the ticket 10%.

List price: \$98.10

Sales tips: Erik Andress and Wayne Leonard are available for questions and field work. They are a little pricier than regular DeKups and are intended for

folks complaining about fluid flow problems which are not peculiar to DeVilbiss. 3M has this issue also – any compressed bag system does. Regular DeKups are not being discontinued. The vented style is not for everyone so a limited quantity was purchased. Be sure to do a physical attachment and cleanup demonstration if at all possible....will prevent some headaches for you. At the very least, share the video link below. Adapters are N/C through Erik and Wayne.....for now. Flyer available – no prices on it, just 10%.

Web links:

<http://www.autorefinishdevilbiss.com/Division/DeVilbiss/DisposableCups/GunnerCup.aspx>

Video: <http://www.youtube.com/watch?v=GA-cNW4OYlg>



- SEM's number one selling product has been 39143 Trim Black in an aerosol. Recently a competitor (USC) pointed out that it's not black enough for some of today's European cars, and developed their own version. Hate to say it but they were right. SEM thought so too and introduced 39003 Euro Trim Black, which is not only a deeper, richer black, but has a new style tip that sprays a pattern over twice as large as 39143, so faster and smoother coverage. You need to see it to believe it, so everyone will receive sprayout cards of 39143 and 39003 so you can see them side by side. Now, 39143 still has a market and will match OEM better in some cases, but now we have a choice. We are promoting 39003 with a \$4.00 discount, plus through a deal we worked with the rep agency, they can buy 5 and get one free, saving even more money.

Computer part number: SEM.39003

Target: Shop or store item.

Promo price: \$7.95 **OVERSTRIKE**

List price: \$11.98

Sales tips: Sell the huge discount (about \$4.00 off) and then point out that if they buy 5, get 1 free, that translates to about \$6.63/can, when \$7.95 was already darn good. Store use a can so you can take it around and show the pattern size. Take a 39143 with you also if your manager will swing it. Show the sprayout cards – very convincing. Flyer available.

Web links:

<http://semproducts.com/product-catalog/specialty-products/trim-paint/euro-trim-black/>

Video: None available



4. Sprayway glass cleaner (SPW.50) has been the mainstay of a high quality foaming style glass cleaner. The Spray-X line is a private label from Medco (according to our rep anyway), and so it's not the same thing every other jobber around here has, plus it was developed by people who worked for Sprayway (according to our rep). Obviously they feel it's better and will not leave any streaking behind caused by alcohol residue. The list price is the same as Sprayway, but we got a special promo value including some free cans, which brought the price down. So we're going at \$1.00 off per can, which doesn't sound like much, but it's over 26%!

Computer part number: SPX.SXG-100

Target: Shop, tech or store item.

Promo price: \$2.79 pre-programmed. \$2.59 each if they buy a case (12).  
List price: \$3.79 – matches Sprayway.

Sales tips: Store use a can and take it around to shops. Take some rags too, or paper towels, and demo it. Sell the promo price and don't forget detail shops. They are always looking for a deal. Stores should open a case for display, stack all cases together and place the flyer on the front. Put them on the counter where it's in the way while a customer is waiting for his/her paint. This is a cheap impulse item and not just automotive. Target current SPW.50 users and ask them to try it out and give you feedback. Use 1.8 to find them. Flyer available.

Web links:

<http://www.spray-x.com/>

Video: YouTube channel available, but no videos posted to date.





5. Astro has come out with an interesting assortment called the Onyx Surface Prep Kit, Onyx referring to the die grinder series that Astro builds. The die grinder, backing pad and various 3" accessories are all included. Roloc style discs can be used as well. If someone likes the particular items in the kit, like flap wheels that we don't normally stock, we should be able to get them from Astro. Due to a special purchase, we can offer these at a very good price. The unit runs load-free at 20,000 rpm's and carries a 1-year warranty.

Computer part number: AST.226

Target: Tech or store item.

Promo price: \$109.00 pre-programmed

List price: \$128.50

Sales tips: Sell price and versatility. Best to show it around. Attractively packaged in a carrying case. Sell the warranty. Flyer available. Check out the web link below for more detailed FAB's.

Web links:

<http://www.astrotools.com/default.aspx?toolsnum=226&>

Video: None available



6. This summer we are promoting the entire RTI product line at 10% off for the 3 summer months. Obviously not everything they make will be in stock but we will be supporting it with existing inventory plus 3 products: EH4000 and both Stealth 6950 and 6960 driers. Dan Davis and Terry Moore are both committed to working with us throughout the summer months, which is the best time to sell driers. But don't forget hi-flow couplers, electronic auto drains and other RTI items. The MR-1 mini-regulator is a good item. Special orders are fairly easy to do. Managers – try to coordinate with each other for freight.

Computer part numbers: Whole catalog. New numbers can easily be entered.  
 Stocking driers: RTI.EH4000, RTI.STEALTH6950B, RTI.STEALTH6960B

Target: Store, techs or shops.

Promo price: 10% off list  
 List price: per RTI price sheet

Sales tips: Small items like couplers and auto-drains – carry into the shop. Even take a drier or two. Stores should display the bright red driers and add a small sign that says “10%off!!”. Remember that their hi-flow couplers are about half the price of DeVilbiss. Coupler plugs fit most other brands. Electronic auto drains are adjustable for the dump interval. Not stocking anti-static hoses as a bit pricey but very good quality hose. At 10% off, the MR-1 mini-regulator is less money than DeVilbiss and is a true diaphragm regulator.



*Coupler plugs that are compatible with the RTI Universal Coupler*

The number one way to sell driers is to use the air quality test kit. Both Dan and Terry have their own plus we have two sets that we can share with each other. Just contact me to get one. Just about every air line will come up dirty. If the line or hose follows a competitive brand, then it's an opportunity to sell them an RTI. If dirty air comes up following an RTI unit, opportunity to sell a replacement filter element and/or replace the air hose. Terry also has his water input demo where you pour water into one side and after filtering, no water comes out. Pretty impressive.

Drier differences: EH4000 is a 2-stage dessicant drier and performs as well as any 3-stage drier. The dessicant cartridge is self-contained and can be replaced in less than a minute. Anyone that fights a DAD-500 will be open to this concept. STEALTH 6960B has the 6960-1 filter element that Terry uses with his water demo. This is the second best choice for paint work if they don't want to spend the money on an EH4000, but they will need to replace the filter element more often. STEALTH6950B is less money than the 6960B but more designed for air tools. However, if you have a painter that keeps an "egg" on the air inlet of his gun and changes them out periodically, this can still be a viable option for paint work.

Flyer available and use dated billing when needed for good pay customers.

Web links:

Automotive: <http://www.rti-pbe.com/>

Industrial: <http://www.driair.com/>

Video: None known available.



7. Once again a company says they have the answer to swirl marks and angel hair scratches. Bob Trathen has used the new Meguiar's system (he has done detailing work all his life) and he thinks they have not only accomplished that, but made it simple to do. Very easy to demo, according to Bob. It's called the Meguiar's DA Microfiber Correction System, and they guarantee it. I won't describe it here, just watch the video (link below) or many of you have received a DVD. The polisher shown in the picture above is not included but is available. *Any Meguiar's DA polisher that is sold will count in the milestones numbers.* DMCKIT6 refers to the use of 6" pads.

Computer part number: MEG.DMCKIT6  
Polisher: MEG.G110V2

Target: Shop, tech or store item.

Promo price: \$99.00 – pre-programmed. Be careful if anyone has a Meguiar's discount in Special Pricing not to over-discount.

List price: \$119.52

Note on polishers: G100V2 lists for \$199.95. You can knock \$20 off for the promo period if you wish. This will not show on the flyer.

Sales tips: Watch the video and set up an in-shop demo with Bob. Don't avoid detail shops as well. This is more of a cured paint system than fresh paint, so very good for restoration shops also. Meguiar's electronic polishers are a dual action off-center orbit style. A DA sander could be used with some practice. Flyer available. In-store: show the video.

Web links:

<http://www.meguiars.com/en/professional/products/dmckit6-da-microfiber-correction-system-kit-6/>

Video: <http://www.youtube.com/watch?v=RfI45MxPofU>



8. I thought you were tired of buffing pad deals, but most of you said this one was too hard to pass up. A previous promo netted us lots of sales for a pair of the same style waffle foam pads at \$17.95/bag – a pretty good deal compared to 3M and some other brands for just one of their pads. Now they are off sale at \$21.95/bag. BUT – this two-pad combo pack came along that includes one of each style pad and we can sell them for \$19.95! So a customer doesn't need to buy 2 bags of each style (\$43.90 currently) to have a complete system! From Hi-Teck again, the pack contains one white compounding pad and one black polishing pad. This promo started early in May, but all sales will count.

Computer part number: HIT.727CP

Target: Shop, tech or store item.

Promo price: \$19.95 pre-programmed

List price: \$24.25

Sales tips: Sell price. Not much to it. Remind customers that need both styles of pads that they can save \$23.95 by not having to buy a pair of each style. Flyer available.

Web links:

[http://highteckproducts.com/View-Product.aspx?group\\_id=413341](http://highteckproducts.com/View-Product.aspx?group_id=413341)

Video: None available





**FREE**

9. SEM has created another great deal on popular texture products and undercoat. The 6-pack includes one each of 38373 cleaner, 39853 texture coat, 39793 heavy texture chip guard, 39803 clear chip guard, 39813 satin black chip guard and 40523 rubberized undercoat. Priced individually before any discounts, the total of all 6 products comes to \$114.60, but we are promoting the package at \$78.95. In addition, the customer receives a **4-aerosol tool box rack free!!** Counter sales: Due to various pre-programmed SEM discounts, this is an overstrike promo. Remember not to double-discount.

Computer part number: SEM.79012

Target: Shop, tech or store item,

Promo price: \$78.95 – must overstrike

List price: \$114.60

Sales tips: Outside sales – carry it into the shop with you. Especially show to the guys with tool boxes. Hang it on the tool box. All products are usable – no dogs. They save about 30% and the tool rack is free. Stores – set up a display. Flyer available.

Web links:

<http://semproducts.com/index.php/news/new-promotion-buy-the-79012-texture-aerosol-kit-and-get-the-7901/>

Video: None available



10. Ullman Manufacturing is new to Ben's. They market all sorts of specialty tools, many involving the use of magnets. This work light looked fairly unique and even with a charger is priced right, under \$40 to the end user. There is a model that costs even less, but you would need to be replacing batteries all the time. We are only stocking the rechargeable model but the other one is available too on special order. Due to its compact size, swivel base and bright 24-bulb LED display, it fits in and lights up smaller areas than most work lights can think about. Has a magnetic base and the LED's won't burn your hand. Made with an aluminum housing. A 48-LED bulb model is also available for special order, but again it takes batteries.

Computer part numbers: ULL.RT2-LTCH (stocking) - rechargeable  
ULL.RT2-LT (special order) – takes 3 AA batteries  
ULL.RT-48LT (special order) – takes 3 AA batteries

Target: Tech or store item.

Promo price: RT2-LTCH: \$39.95 pre-programmed  
RT2- LT: \$22.95 pre-programmed  
RT-48LT: \$32.85 pre-programmed

Sales tips: Might be more for the body man or frame machine guy. Also sell to mechanics or anyone for home use. Outside sales – carry it into the shop with you. Attach to a ferrous metal base and switch it on. Do it under the hood if possible. Also helps in any area of the car that is hard to see, especially if the car battery has been disconnected. Other non-automotive uses too – don't avoid industrial accounts. Flyer available.

Web links:

<http://www.ullman-devices.com/Lights.html>

Video: None available



**\$159.00**



**FREE!**

11. Ingersoll-Rand has come out with an *extra special* package that includes a very reasonably priced composite body DA sander at \$159.00 and a ¼" collet **right angle die grinder for free!** I know, we just did a round of DA's last year, and we routinely stock a great deal with the ETS DA's AT \$119.00, but this deal was too much to pass up! I think we can move a few of these bad boys anyway!

Computer part number: IR.IRC-4151P

Target: Tech or store item, industrial accounts that buy tools for their techs.

Promo price: \$159.00 pre-programmed.

List price: None; special temporary package

Sales tips: Outside sales – carry it with you and it will sell. Only flag the techs that pay their Ben's bill or will use a charge card. Use dated billing on good pay accounts. Both tools have a 1 year (repair only) warranty. Counter sales – keep them prominently on display. Flyer available. See extra bonus below in the sales tips area for the Steck Oiler.

Web links:

<http://www.ingersollrandproducts.com/am-en/products/tools/surface-preparation-finishing-tools/sanders-polishers-buffers/maintenance-automotive-sanders-polishers-and-buffers/random-orbital-sanders/4151>

<http://www.ingersollrandproducts.com/am-en/products/tools/surface-preparation-finishing-tools/grinders/maintenance-automotive-grinders/right-angle-die-grinders/301-angle-die-grinder>

Video: None available.





12. A new product from Steck is their wall-mounted (or tool box mounted) air tool oiler. This tool provides a central location for shop techs to oil non-paint related air tools daily without the use of an inline oiler. The reservoir is easily refillable and metering of the device is adjustable. The unit itself does not require compressed air; it's all mechanical. Just its prominent presence helps techs remember to oil their tools, DA's included.

Computer part number: STK.16600

Target: Shop, tech or store item.

Promo price: \$44.95 pre-programmed.

List price: \$55.00

Sales tips: Again, outside sales should carry this one in. It comes with double-sided tape for mounting, but can be mounted using the existing screw holes as well (no screws provided). It can be mounted in a central location as a shop tool, or on an individual tech's tool box. It can be turned to suit any mounting angle desired. Sell the \$10.00 discount and note it is temporary. Flyer available but see note below. Sell them some oil to go with it! The unit holds 8oz. Unadvertised bonus – take an extra \$5.00 off if they order it with an IR DA deal above!

Web links:

[http://www.steckmfg.com/16600\\_AirToolOiler.html](http://www.steckmfg.com/16600_AirToolOiler.html)

Video:

<http://www.youtube.com/watch?v=x3goX63MIVA&context=C4355af1ADvjVQa1PpcFM5MLxIHjCYwl-0qkn24BOEMNHQGWaV26M>

**NOTE: the video link listed on the flyer is incorrect. The flyer was one made for me by someone else. Use above link.**



13. Unlike the AES.111 gun kit and Norton free tape deals, this one is more for outside sales only and not for stores, except that stores can still benefit from the sales in their numbers as they always do.

*UPDATE – almost all free colors are gone as of July 1. Only Honda colors are available.*

SEM's "Factory Pack" program kicked off about 1½ 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, mirrors and the savings in time from mixing a formula, then loading and cleaning a gun. Shops find them very handy and they help speed up production. To a very minor degree, it would cut in a bit to PPG color, but if we don't at least offer this program, our competition will, and then wonder why we didn't tell them about it. It has that kind of impact. David Maus Toyota is already using the program before we even began the promo and they really like it. This product is also suitable for waterborne shops (cut-in should precede waterborne coatings). David Maus Toyota is an Envirobase shop, for example.

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. 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. Everyone will be sent those and some color chip pages.

If everything is free, you ask, how do we gain dollars towards milestones numbers? It's the back-up sales. All aerosols sold through September will count towards your numbers.

Computer part numbers: Refer to the color charts. Each number will also have programmed the same part number with a "P" after it for Promo. We want to bill out the free cabinets and free aerosols for inventory and sales tracking. We want to be able to check history to see who got the cabinets.

Target: Shop item

Promo prices: None. Customers buy with whatever SEM discount they get, if any.

List price: Price 5.

Sales tips: After the free color, aerosols range from \$20 to \$29, depending on the color, and before any programmed discount. Obviously reds are at the higher end, whites at the low end. Compare that to the cost of a mix, even at 3 oz., plus the fact that you will get 3 – 6 cars from one aerosol, and then the time savings, you will see the advantage. These are full-size aerosols, not the traditional small cans sold at Wal-Mart for touch-up. They have a wider fan spray pattern than normal. Obviously, only use where there is no need for a specific factory variant. Most mirrors would fall into this category.

Take the cabinet into the shop, the aerosols too if you want (or just one for show) and explain that it's free to try it out. Show the SEM flyer. Target specific car dealers; avoid independents at first, except if you know an independent that is doing the work for a car dealer that doesn't have a body shop. We will get more sales with 4 car dealers that do mostly Toyota, Honda, GM and Ford, than an independent that dabbles in all four. Although, we would exercise that option too if we exhaust dealers. Don't forget competition accounts if they can buy outside their contract.

From a production and cycle time standpoint, progressive shops will see this program as a game changer.

Web links:

<http://semproducts.com/product-catalog/specialty-products/factory-pack/>

Video:

[http://www.youtube.com/watch?v=0\\_5vssD0Cg&feature=channel](http://www.youtube.com/watch?v=0_5vssD0Cg&feature=channel)

# “SILENT” PROMOS

These promos will be available but 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. Special discount on RTI's ~~PERF-25~~ and PERF50 dual chamber dessicant drier. You may remember these units from Terry Moore's presentation a few months ago. PERF25 just means 25 CFM and PERF50, 50 CFM. So these tend to be for larger shops. We have ~~one of each~~ a PERF50 in Daytona. Remember that these do need to be put together.
  - If you are behind in milestones for promo items, selling one 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 sold***  
RTI.PERF-50 is \$2699 list. **Minimum selling price \$2,020.44**
  - Use dated billing on good pay accounts.
2. Meguiar's metering systems. On our initial Meguiar's stock order, each store received a free MEG.DMS6000 metering device, valued at \$460. At this writing we still have 6 of those in the system. The promo is this: sell 4 pails of "D" series Meguiar's detail products, give away the free metering system and the pail sales will count in milestones numbers. In stock pail selections would be D10105, D10805, D11105, D12005 and D16105, but we are not restricted to those. We can also order in what your customer needs.

Pricing: Prices in Perfection are generally too high for detail shops, may be OK for body shops. Feel out your customer and program 10-15% off if needed. We received this advice from our mfg. sales reps.

The metering device is a heck of a gift. Try to pick shops that are busy and you feel will continue to order the 5gal. pails. Pail sales help us get free freight when we order direct from Meguiar's.

A cost usage chart is available – ask if you need one.
3. Infratech dual fan units. We only bought two of these. One appears to be sold and the other in the process of being shown around. Once these sell out, we won't reorder. P/N is INF.15-1000 and going for \$249.95, which is \$50 off.
4. SEM products cabinet 70080. We will retain these as a promo item until the end of the current promo year (Nov. 30). After that we will break any remaining cabinets down into individual products and stock in the stores. Make sure that the \$394 price is not discounted further due to account setup.

Call me if you need help.

5. Karajen booth products. Retain the 10% discount on current inventory until the end of the promo year. Any new special-ordered products cannot be discounted except at the discretion of the store manager or outside salesperson.

## **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.