



## November 2012 Milestones Promo Items

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

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

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

### New items this month: 1



1. Steck's Big Easy Lockout tool kit has been around for awhile, but if you wanted the carrying bag to put the tools in, that was about \$30.00 extra. Steck is currently running a promo that allows for a free bag, plus we are able to slightly discount the kit as well.

Computer part number: STK.32955B

Target: Shop or tech item.

Promo price: \$64.95 pre-programmed.

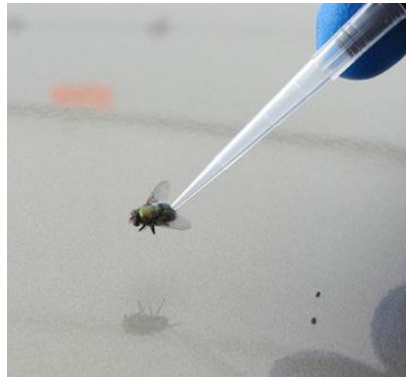
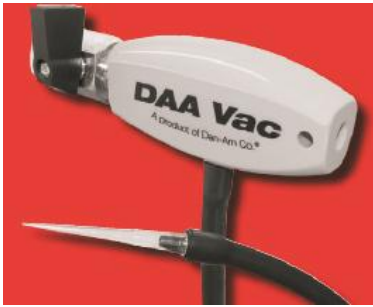
List price: approx. \$90.00 including the bag.

Sales tips: Show the video below. Take the kit into the shop and show the bag also. Market to collision shops, towing facilities and law enforcement agencies/local governments. An instruction sheet is available – click on the web link below. Let me know if you want printed copies. Flyer available.

Web links: <http://www.steckmfg.com/Lockout.htm>

Instruction sheet:  
<http://www.benspaintsupply.com/wpcontent/uploads/2012/11/Big-Easy-Instructions.pdf>

Video:  
<http://www.youtube.com/watch?v=JrZF-oBLYCU>



2. One of the more unique tools to come out in recent years – a way to remove trash and bugs in fresh clearcoat without touching the paint. In most cases, if caught quick enough, the clear will reflow after removal. Made by Dan-Am (Sata), it operates on a venturi style vacuum principle. The starter kit includes 12 tips, and reorders of tips come in packs of 20. If you sell a kit, managers should add an order level for the tips. This tool is likely to create quite a stir at the October SEMA show.

Computer part number: SAT.DAA1001K  
(extra tips are SAT.DAA1002T; other parts avail.)

Target: Shop or tech item.

Promo price: \$142.95 pre-programmed.

List price: \$159.00

Sales tips: Show the video below. Price is high, even with our discount, but sell the value of not repainting or taking the time to wet sand and buff. Flyer available. After SEMA, you may be getting more requests for these than now.

Web link:

None, but refer to tech sheet being sent in the e-mail with this promo sheet

Video:

<http://www.youtube.com/watch?v=QGqP6J0h9I4>



3. Everyone thinks of Dynabrade as just having various kinds of sanders. Did you know they had a really great polisher too? Also, the only one I know of where the *body of the tool will rotate 180°*. 0-3,000 RPM variable speed like most out there, 8ft. cord, 11 Amp, 5-8"-11 thread. Now, unlike many other brands, this one does not come with a backing pad or buffing pad. Dynabrade says they usually don't use what comes with the polisher because they already have their own stuff. But IF desired, I have priced it such that we can provide those items at no charge – part numbers below.

Computer part number: DYNB.51580

Freebies-optional: HIT.775 wool pad (same one on promo below), plus either:

AES.51284 rubber backing pad with center nut

**OR**

AES.51720 velcro backing pad

“Sell” N/C items at \$0.00 overstrike on the invoice.

Target: Shop, tech or store item.

Promo price: \$219.00 pre-programmed.

List price: \$269.00

Sales tips: Outside sales should carry one into the shop and demo the ability to rotate the body. Be ready to respond if you need the free pads to make the sale. Very good price – compare to DeWalt. Flyer available.

Web link:

<http://www.dynabrade.com/dyn10/content.php?page=quicksearch&search=51580>

Video (not much of a video but there you have it):

<http://www.dynabrade.com/dyn10/content.php?page=videos>



4. The better gun cleaning kits include all the tiny brushes needed for the air cap and fluid tip, plus the end brushes and holders. Most of them run around \$40, including this one from AES. However, due to a special direct purchase that I made, we can offer them for a time at only \$18.95! – less than half price (and we're still making 44%!). Gotta love the Chinese. Before people ask, the long brush only has a bent handle so it can fit in the plastic carrying case. It doesn't have to remain that way (unless you want to put it back in the case).

Computer part number: AES.207

Target: Tech or store item.

Promo price: \$18.95 pre-programmed.

List price: \$39.95

Sales tips: Sell the heavy discount for one – over 50% off! Most guns with pattern problems do not need new nozzles. They just need a thorough cleaning and most painters lack the tools to do that effectively. Gun lube is something they should use frequently, not only as a lube but to prevent overspray from sticking to moving parts and hanging them up. Outside sales – show and tell. Flyer available.

Web link:

[http://buyaes.com/ultimate-spray-gun-kit.html?\\_SID=U](http://buyaes.com/ultimate-spray-gun-kit.html?_SID=U)

Video: None available





5. Not much to say about this one. It's buffing (not polishing) pads at a great price. 1½ " pile and 100% wool. Works with either Velcro or center nut rubber backing pad. If needed, sell the backing pads shown in the Dynabrade polisher promo above. Buffing pads are made in America, not China.

Computer part number: HIT.775

Target: Shop or store item.

Promo price: \$8.95 pre-programmed.

List price: \$11.00

Sales tips: Body shops and don't forget detail shops. They may buy in bulk if you tell them about the limited time we can offer this price. Sell "Made in America". High wool content. Flyer available.

Web link:

[http://highteckproducts.com/View-Product.aspx?group\\_id=428845](http://highteckproducts.com/View-Product.aspx?group_id=428845)

Video: None available

# IMPACT SERIES 440



6. Welcome to a new era in the history of Ben's: Industrial Spray Equipment from Titan. There are only two major players in the airless industry in the U.S. - Titan and Graco. We got the one that has the quality and price. All types and sizes of airless equipment are available, plus turbine HVLP sprayers, electrostatic equipment, tips, hoses and accessories.

Don't know anything about it? – don't worry. Titan has a field salesperson and a rep who can demo for us when needed. For instance, if we need to demo an electrostatic unit but don't have one in stock, the demo guy will have his own unit. Just need to schedule a visit with your customer.

We are also in the process of becoming an authorized service center, which affords us extra discounts to make us more competitive.

At this writing we have no inventory yet, but should have some available by mid-October. Full line catalogs will be handed out for each store and outside salesperson at our Oct. 12 meeting.

Computer line code will be TSE (Titan Spray Equipment). Part numbers will be entered soon.

Target: Industrial accounts using CPC, Amercoat, Desothane, etc. Not interested in pursuing house painters.

Pricing will be discounted from their published price list – kind of like 3M.

*As incentive to get this line going, all Titan sales will count towards milestones through the end of January 2013!*

Web link: [http://www.titantool.com/portal/us\\_start\\_en\\_titantool,,230635.html](http://www.titantool.com/portal/us_start_en_titantool,,230635.html)

Videos: Several available – main one:  
<http://www.youtube.com/watch?v=V624z83Lzcl>  
Check out others in the video list there.





7. Astro has increased the variety of packaging and offerings available in clip removal tools, so we built a promo around all 3 kits available. Plastic tools won't scratch the paint as easily, and they are available in 5 and 11 piece sets. In addition, a 4-piece extended reach set adds the ability to get into certain door panel, deck lid and under hood areas that would otherwise require more disassembly of the vehicle to reach. Because of the length and torque required, those are made of chrome plated steel. Usually the areas needed to reach the clips are those where scratching the paint won't matter and can't normally be seen.

Computer part numbers: AST.4505  
AST.4524  
AST.9589

Target: Shop, tech and store item.

Promo prices: All pre-programmed.

4505 - \$9.95

4524 - \$21.95

9589 - \$36.95

List prices: 4505 - \$11.98

4524 - \$31.93

9589 - \$44.98

Sales tips: Sell the variety available. Something for every price range and purpose. Mention the scratch-resistance of the plastic tools and the time saving quality of the extended reach ones. Prices very reasonable; compare to list. Flyer available. Outside sales carry into the shop.

Web links:

<http://www.astrotools.com/default.aspx?toolsnum=4505&>

<http://www.astrotools.com/default.aspx?toolsnum=4524&>

<http://www.astrotools.com/default.aspx?toolsnum=9589&>

Video: None available



8. Another one from Astro.....a very reasonably priced 18" masking machine that also doubles as a step stool. We are offering these at \$20.00 off!

Computer part number: AST.4577

Target: Shop, tech or store item.

Promo price: \$47.13 pre-programmed.

List price: \$67.13

Sales tips: Sell the \$20 discount and convenience of a double duty tool under \$50.00! Outside sales carry in with you, stores display assembled. Counter sales tie in with OTC masking paper promo below. Flyer available.

Web link:

<http://www.astrotools.com/default.aspx?toolsnum=4577&>

Video: None available



### **New! Hand Masking Paper Rolls**

(180 ft)

<u>6 inch</u>	<u>9inch</u>	<u>12inch</u>	<u>18inch</u>
\$1.78	\$2.63	\$3.53	\$5.30

**Take 10% off with purchase of 1 roll masking tape, any size  
(10% OFF THE TAPE TOO!)**

	(Your new price after discount)		
\$1.60	\$2.37	\$3.18	\$4.77



9. This in-store OTC promo involves short 180ft. rolls of green masking paper. As an introductory price, we are retaining the old prices prior to the Sept. 1 increase (most all inventory purchased before then anyway). *Plus, if they buy a roll of masking tape also (any brand, any size), they can get 10% off both the paper and the masking tape!* 4 sizes available.

Computer part numbers: HIT.MP380G-6  
HIT.MP380G-9  
HIT.MP380G-12  
HIT.MP380G-18

Target: Tech or store item.

Promo prices: See counter sign above.

List price: Sept. 1 increase not reflected – will be higher when promo is over.

Sales tips: Make an in-store display with the counter sign nearby. Verbally try to upsell when you get a chance. Also try to tie in with masking machine promo above. Not practical for outside sales unless very small shops or bike and custom specialists.

Web link: None available.

Video: None available



10. Through a special purchase from Iwata, we can offer a **\$100 discount** on their popular Extreme basecoat model with the orange LVX air nozzle. We only ordered 1.3mm cupless guns, so offer a PPS, DeKups or other adapter N/C if needed. Supplies limited – we cannot order more at this price. If your store runs out, sell from another store's inventory. Just make sure that store had not committed it to someone else.

Computer part number: IW.5660

Target: Tech or store item.

Promo price: \$478.00 pre-programmed.

List price: \$578.00

Sales tips: Sell to the professional painter. Excellent performing gun – very popular. If need be, we can swap for the purple basecoat LVB nozzle or even convert it to a clearcoat gun with the silver LV4 air cap. Let me know if you need to do any swapping. Flyer available. Outside sales carry the gun in. Touch and feel – you know the drill.

Web link:

<http://www.anestiwata.com/products/manual-hvlp-full-gravity.cfm?series=LPH400%2DLVX>

Video: Sort of (unofficial): <http://www.youtube.com/watch?v=GJnaQOeStUs>



11. 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



12. 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>



13. 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



14. 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.



15. 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  
Polarizer: 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>



**\$159.00**



**FREE!**

16. 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.

# “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.