



To: All ProTeam Manufacturer Representatives
Date: March 11, 2016
From: Rich Steinberg
Subject: 2016 2nd Quarter Initiatives - Amended

We are pleased to announce the 2016 2nd Quarter Commercial Sales Initiatives. Listed below are our strategies and tactics for the April through June 2016 period. In April, we will spend time with our key ProPartners to present the below initiatives and programs, explain the changes to the ProTeam Rewards Program and continue to manage the reintroduction of the ProGen[®] 12.

We will be presenting the new harness upgrade and the option to upgrade any Super Coach Pro[®] 6/10 & ProVac[®] FS 6 backpack unit currently in the field. Additionally, ProTeam will feature multiple ProTeam Rewards incentives for our DSRs and Manufacturer Reps during the April through June period.

Below is a summary of the initiatives that we will be focusing on during the period:

- ProGen 12 re-launch continuation (April)
- Spring Floor Maintenance Wet/Dry & AirMover Promotion (April - May)
- Vacuum Equipment Update Program (April - June)
- ProTeam Micro-Lined Filter Promotion (May)
- SCP 6 & SCP 10 Backpack Promotion (June)
- ProTeam Rewards (April - June) DSR spiffs
- ProTeam Rewards (April - June) MFR spiffs
- End-User Rebate Coupon (April - June)

During the 2nd Quarter, we will spend training time on presenting the enhanced ergonomic benefits of the upgraded backpack harness. Our education focus will be on ProTeam University, the ProTeam iPad App and presenting the ProTeam Rewards Program to DSRs.

ADVERTISING & PUBLIC RELATIONS CAMPAIGN: (April–June)

- ProTeam University Enrollment
- Backpack Replacement Program
- ProGen 12 Upright Re-launch
- Backpack Harness Upgrades

KEY DISTRIBUTOR ACTIVITIES

The 2nd Quarter is the time to make sure we understand the ProPartner strategies and work on ways to fit into their business plans. Use the ProTeam Distributor business meeting presentation templates to review and set the path for your ProTeam meetings, training and incentives. Planning meetings should be arranged to manage stocking requirements, filter sales and discuss our current initiatives.

- Hold business meetings March 15, 2016, through April 30, 2016 (Business Meeting Presentation)
 - Present initiatives and product launches
 - ProGen 12 re-launch (continuing)
 - Backpack Replacement Program
 - Super Coach Pro Harness Upgrade (May)
 - Schedule sales meetings (DSR Sales Meeting Presentation)
- End-user Coupon
- ProTeam Rewards, ProTeam iPad App, ProTeam University and filter training



LODGING PURCHASE PROGRAM (LPP)

We are pleased to announce the Lodging Purchase Program (LPP). This program was created to help increase ProTeam penetration into the Lodging segments by providing a greater financial benefit to our distribution partners. Beginning 3/1/2016, distributors may submit POD and receive 53% off ProTeam upright vacuums and 60% off filter 10-packs for all sales into the hotel and resort segments. This program will increase profitability for ProTeam upright vacuum sales versus contract pricing, allow for competitive pricing against direct competition and provide greater compensation for distributor support.

When submitting for rebate, the distributor will need to provide: 1) the program name “Lodging Purchase Program”; 2) the distributor’s invoice number, invoice date and where the equipment was sold; and 3) the ProTeam SKU # and quantity sold.

PROGUARD® & PROBLITZ® DISTRIBUTOR PROMOTION: April 1, 2016 – May 31, 2016

The spring months offer us the best time to capture a share of the larger Wet/Dry equipment sales. Larger facilities are planning refinishing jobs and working on getting their floors back to top quality condition. During the months of April through May, we are featuring the ProGuard 10, 15, 16 & 20 gallon Wet/Dry units, as well as the ProBlitz AirMovers (mix & match). *Discounts are based on each Distributor’s status and are off list price.*

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 - 3	49%	PT162WDS1	51%	PT162WDP1
4 - 5	50%	PT162WDS2	52%	PT162WDP2
6+	51%	PT152WDS3	53%	PT162WDP3

Qualifying Equipment:

107129	ProGuard 10 Wet/Dry w/toolkit
107130	ProGuard 15 Wet/Dry w/toolkit
107359	ProGuard 15 Wet/Dry w/toolkit and Front Mount Squeegee
107386	ProGuard 16 MD Wet/Dry w/toolkit
107131	ProGuard 20 Wet/Dry w/toolkit
107360	ProGuard 20 Wet/Dry w/toolkit and Front Mount Squeegee
107132	ProBlitz AirMover
107133	ProBlitz XP AirMover (w/telescoping handle and wheels)

All orders must be received and scheduled for immediate shipment from April 1, 2016, through May 31, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of March 28, 2016.

PROGEN 12 RE-LAUNCH & UPRIGHT PROMOTION: April 1, 2016 – April 30, 2016

We want to continue to present the upgraded ProGen 12 upright. Upgrades include the re-tooled power nozzle base and improved wheels. Offer your customers the latest in upright technology. Purchase any ProTeam ProGen or ProForce® upright vacuum (mix & match) and receive the below discounts. *Discounts are based on each Distributor’s status and are off list price.*

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 - 5	49%	PT162PGUS1	51%	PT162PGUP1
6 - 11	51%	PT162PGUS2	53%	PT162PGUP2
12 - 24	52%	PT162PGUS3	54%	PT162PGUP3
25+	53%	PT162PGUS4	55%	PT162PGUP4



Qualifying Equipment:

107329 ProGen 12
107330 ProGen 15
107251 ProForce 1200XP HEPA
107252 ProForce 1500XP HEPA

All orders must be received and scheduled for immediate shipment from April 1, 2016, through April 30, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of March 28, 2016.

UPDATE YOUR EQUIPMENT (REPLACEMENT) PROMOTION: April 1, 2016 – June 30, 2016

Use the end-user special rebate certificate to update your customer's current equipment to ProTeam's newest and/or most technically advanced backpacks. The below rebate amounts are good for any Super Coach Pro, Super CoachVac[®] HEPA or Super QuarterVac[®] HEPA. ProTeam Manufacturer Reps will receive a .pdf version of the certificate.

To redeem, the end-user needs to submit with the rebate certificate the invoice(s) for units purchased from April 1, 2016, through June 30, 2016, that qualify.

<u># of Units</u>	<u>Rebate Amount (per unit)</u>
5 - 10	\$15
11 - 20	\$20
21 - 30	\$30
31 - 40	\$40
50+	\$50

Qualifying Equipment (all configurations of the following models):

Super Coach Pro
Super CoachVac HEPA
Super QuarterVac HEPA

FLEXFIT[®] HARNESS UPGRADE: May 1, 2016 - June 30, 2016

The FlexFit Harness has been upgraded to enhance the user's comfort. With additional padding and fewer operator adjustments, the new harness is available May 1st. This new harness complete assembly is made to upgrade the Super Coach Pro 6/10, and ProVac FS 6 that are currently in the field. *Discounts are off list price.*

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>
1 - 4	49%	PT162FFH1
5+	51%	PT162FFH2

Qualifying Equipment:

840011 – Harness Assembly Complete

All orders must be received and scheduled for immediate shipment from May 1, 2016, through June 30, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of April 25, 2016.



PROTEAM INTERCEPT MICRO® FILTER DISTRIBUTOR PROMOTION: May 1, 2016 – May 31, 2016

ProTeam is featuring our Intercept Micro Filters in May including two filters with a 75% discount because of an overstock situation. ProTeam vacuums are designed to run more efficiently, provide better filtration and have fewer service issues when genuine ProTeam Intercept Micro Filters are used.

# of Packs	Promo %	Promo Code
1 - 99	55%	PT162FIL1
100+	70%	PT162FIL2

Qualifying Intercept Micro Filters (10-pack price except where noted)

Part #	Vacuum Model	List Price
107313	Super Coach Pro 10	\$20.80
107314	Super Coach Pro 6, GoFree Flex Pro, ProVac FS 6	\$15.60
107374	All 6-quart next generation vacuums in a closed collar	\$26.76
100431	Super QV® HEPA, QuietPro® BP HEPA, GoCartVac®, AviationVac®	\$15.60
100331	Super CoachVac® HEPA, MegaVac®	\$20.80
100291	All 10-quart cylindrical vacuums in a closed collar	\$31.10
104544	QuietPro CN HEPA, ProVac CN, RunningVac®	\$24.97
103483	ProForce Uprights	\$11.21
106960	Super HalfVac® Pro (open collar)	\$20.80
106973	Super HalfVac Pro (closed collar)	\$24.47
107182	ProGuard 4 (3-pack)	\$18.00
107181	ProGuard 10 (3-pack)	\$24.33
107180	ProGuard 15/20 (3-pack)	\$35.34

** Heavily Discounted Filters:	Promo %	Promo Code	List Price
107377 ProGen upright	75%	PT154PGF1	\$15.99
106995 6-quart cylindrical (closed collar)	75%	PT154QVF1	\$26.76

All orders must be received and scheduled for immediate shipment from May 1, 2016, through May 31, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of April 25th, 2016

PROTEAM SUPER COACH PRO 6/10 BACKPACK PROMOTION: June 1, 2016 – June 30, 2016

ProTeam will feature Super Coach Pro backpacks in June. Below is the end-of-quarter offer (mix and match). *Discounts are based on each Distributor's status and are off list price.*

# of Units	Promo %	Promo Code	Gold/Plat %	Promo Code
6 - 11	49%	PT162BPS1	51%	PT162BPP1
12 - 17	50%	PT162BPS2	52%	PT162BPP2
18 - 23	51%	PT162BPS3	53%	PT162BPP3
24+	52%	PT162BPS4	54%	PT162BPP4

Qualifying equipment:

All ProTeam Super Coach Pro 6 & 10 model configurations qualify

All orders must be received and scheduled for immediate shipment from June 1, 2016, through June 30, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of May 23, 2016.



PROTEAM REWARDS PROGRAM: (On-Going Program)

ProTeam launched an incentive program to promote loyalty and increase sales through our ProPartner DSRs. The program is based on reloadable prepay cards, with on-line redemption and monthly payments. The program is designed to get the DSR thinking ProTeam.

To qualify for the ProTeam Rewards Card Program, the DSR **MUST:**

- Complete the “Why ProTeam” course on ProTeam University
- Fill out the online Reward Card enrollment form
- Provide the required back-up information for each submission to the Denver office

We will have four DSR spiffs (*PT Rewards Card promotions*) during the 2nd Quarter:

- April – May: ProGuard 10, 15, 16 MD & 20 = \$1 per unit gallon (End-user sales)
- April – June: ProGen 12 = \$15 per unit. ProGen 15 = \$10 per unit (End-user sales)
- April – June: Super Coach Pro 6/10 = \$10 per unit (rebate redemption)
- April – June: Super CoachVac & Super QuarterVac = \$5 per unit (rebate redemption)
- May – June: FlexFit Harness Upgrade = \$10 per harness (End-user sales)

Product	April	May	June
ProGuard 10, 15, 16 MD or 20	\$1 per gallon	\$1 per gallon	
ProGen 12	\$15	\$15	\$15
ProGen 15	\$10	\$10	\$10
Super Coach Pro 6 & 10	\$10	\$10	\$10
Super CoachVac & Super QuarterVac	\$5	\$5	\$5
FlexFit Harness Upgrade		\$10	\$10

We will have two MFR Spiffs (*PT Rewards Card promotions*) during the 2nd Quarter:

- April: ProGen 12 & 15 = \$5 per unit (Distributor sales)
- April – June: Super Coach Pro, Super CoachVac HEPA, Super QuarterVac HEPA = \$5 per unit (rebate redemption)

PROTEAM EQUIPMENT END-USER REBATE COUPONS: April 1, 2016 – June 30, 2016

To incentivize our End-users, ProTeam is offering a Rebate Coupon, good on all purchases of selected ProTeam vacuums. Rebate form(s) must be turned into ProTeam by August 15, 2016, for purchases made and invoiced between April 1, 2016, and June 30, 2016, only!

End-User Rebate Program Details:

- \$10 per ProGuard Wet/Dry (10, 15, 16 MD, 20)
- \$10 per ProBlitz or ProBlitz XP AirMover
- \$10 per ProForce Upright or ProGen 15 Upright
- \$25 per ProGen 12 Upright
- \$5 per FlexFit Harness
- \$5 per ProTeam Backpack Vac Station (*ergonomic wall-mounted shelf*)

Rebate form(s) must be turned into ProTeam by August 15, 2016, for purchases made and invoiced between April 1, 2016, and June 30, 2016, only.



- Only products purchased through authorized ProTeam distributors qualify
- Products purchased for resale are excluded
- *Bids, Contract Pricing and Deviated Programs are excluded*

Please review all materials provided and feel free to customize the ProPartner Distributor Business Meeting and DSR Sales Meeting presentations. Contact your Regional Manager or the Denver office if you have any questions. Thank You!