



To: All ProTeam Manufacturer Representatives
Date: June 3, 2016
From: Rich Steinberg
Subject: 2016 3rd Quarter Initiatives

We are pleased to announce the 2016 3rd Quarter Commercial Sales Initiatives. Listed below are our strategies and tactics for the July 2016 through September 2016 period. The major strategies will be the launch of Super Coach Pro[®] models with the new FlexFit[®] Harnesses, a promotion featuring our specialty vacuums that are differentiators over the competition, and getting a larger share of the wood flooring distributor vacuum business. We will also be launching the Digital Customer Experience (DCX), a new way to learn and order from ProTeam.

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

- Specialty Vacuum Promotion (July)
- Wood Flooring Distributor Promotion (July – August)
- Super Coach Pros Shipping with the New Harness (August – Soft Launch)
- ProTeam ProDuster[®] Promotion (August)
- ProGen[®] 12 & 15 Distributor Promotion (August – September)
- ProTeam Rewards DSR – ProGens (July – September)
- ProTeam Rewards MFR – Wood Flooring (July – September)
- ProTeam Rewards MFR – DCX Target Distributor Sign-Ups (July – September)
- End-User Rebate Coupon (July – September)
- DCX Launch

During the 3rd Quarter, we will spend training time on presenting the enhanced ergonomic benefits of the upgraded backpack harness, how selected specialty vacuums can solve customers' needs and continuing to present the ProGen to end-user customers. Our education focus will be on the new website and new customer ordering portal (DCX) and presenting the ProTeam Rewards Program to DSRs.

ADVERTISING & PUBLIC RELATIONS CAMPAIGN: July - September

- ProTeam University Enrollment
- Backpack Harness Upgrade
- ProTeam Rewards Sign-Ups
- Introducing DCX (New Online Platform)

KEY DISTRIBUTOR ACTIVITIES

The 3rd Quarter is the time to make sure we are aligned with our ProPartners on the quarterly business objectives. We want to use the ProTeam Distributor Business Meeting presentation templates to review and set the path for your ProTeam meetings, training and incentives. This will also be the perfect time to introduce the new online ordering platform (DCX). Planning meetings should be arranged to manage stocking requirements, filter sales and discuss our current initiatives.

- Hold business meetings June 15, 2016, through July 31, 2016 (Business Meeting Presentation)
 - Present initiatives and product launches
 - Re-establish the ProGen 12 as a viable 12-inch upright option
 - Explain the August – September ProGen Vacuum Promotion
 - Specialty Vacuum presentation
 - ProDuster Promotion
 - Super Coach Pro Harness Upgrade added to all SCP units (August)
 - Schedule sales meetings (DSR Sales Meeting Presentation)
- End-user Coupon
- ProTeam Rewards, ProTeam iPad App, ProTeam University and filter training



PROTEAM SPECIALITY BACKPACK AND CANISTER PROMOTION: July 1, 2016 – July 31, 2016

ProTeam will feature our line of specialty vacuums in July. These vacuum models each fill specific customer needs and cleaning opportunities. Below is the specialty vacuum offer (mix-and-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 - 5	47%	PT163SVS1	50%	PT163SVP1
6 - 11	49%	PT163SVS2	52%	PT163SVP2
12+	51%	PT163SVS3	53%	PT163SVP3

Qualifying Equipment:

All ProTeam brand QuietPro® BP, QuietPro CN, AviationVac®, MegaVac®, RunningVac® (any configuration).

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

ProTeam will notify all eligible distributors the week of June 27, 2016.

PROTEAM WOOD FLOORING DISTRIBUTOR PROMOTIONS: July 1, 2016 – August 31, 2016

Below are the mix-and-match vacuum offer and Intercept Micro® Filter offer. *Discounts are based on each Distributor's status and are off list price.*

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>
3 - 6	47%	PT163WFS1
7 - 11	49%	PT163WFS2
12+	51%	PT163WFS3

Qualifying Equipment:

All ProTeam brand vacuums qualify (any configuration) – mix-and-match.

<u># of Filter Packs</u>	<u>Promo %</u>	<u>Promo Code</u>
20+	65%	PT163WFS4

Qualifying filters:

All Intercept Micro Filters qualify - mix-and-match.

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

ProTeam will notify all eligible distributors the week of June 27, 2016.

DEMO PROMOTION SUPER COACH PRO 6/10 & PROVAC FS 6: August 1, 2016 – September 30, 2016

The FlexFit Harness has been upgraded to enhance the user's comfort. With additional padding and fewer operator adjustments, the new harness will be available on all units shipped in mid- to late August. The improved harness is a true upgrade and has an added cost because of the increased padding and material. We are not planning to increase the price at the current time to promote the upgrade.

Distributor Demo Promotion – Make sure all ProTeam distributors have the latest ProTeam units with the upgraded harness. A distributor can purchase one unit at the demo price for each branch location.



<u># of Units</u>	<u>Demo Cost</u>	<u>Promo Code</u>
1+	\$150	PT163SCPD

Qualifying Equipment:

- 107303 – Super Coach Pro 10 w/107100 kit
- 107310 – Super Coach Pro 6 w/107100 kit
- 107363 – ProVac FS 6 w/Restaurant Package

ProTeam will begin advertising the week of July 25, 2016. All Reps should have changed their demo vacuums to include the new harness. Make sure you do not over-tighten the waist belt screws.

PRODUSTER PROMOTION: August 1, 2016 – August 31, 2016

Offer your customers an upgrade to their dusting process. The ProDuster can save time and reduce customer complaints while extending the life of your dusting wands. Purchase either of the ProTeam ProDuster sleeve quantity SKUs and receive the below discounts.

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>
1 - 4	50%	PT163PDP1
5+	52%	PT163PDP2

Qualifying SKUs:

- 101532 ProDuster 50 Sleeves (1 Pack of 50)
- 101533 ProDuster 500 Sleeves (10 Packs of 50)

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

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

PROGEN 12 & 15 PROMOTION: August 1, 2016 – September 30, 2016

We want to continue to present the upgraded ProGen 12 & 15 uprights. Upgrades include the retooled power nozzle base and improved wheels. Offer your customers the latest in upright technology. Purchase any ProTeam ProGen upright vacuum (mix-and-match) and **receive the below discounts on the entire vacuum order of 12 or more units** during August and September. ***Yes – that means discounts off of Super CoachVac HEPA, Super QuarterVac® HEPA, Super Coach Pro and all other vacuums on the same order.*** Discounts are based on each Distributor's status and are off list price.

<u># of ProGen Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
3 - 5	48%	PT163PGNS1	50%	PT163PGNP1
6 - 11	49%	PT163PGNS2	51%	PT163PGNP2
12 - 24	50%	PT163PGNS3	52%	PT163PGNP3
25+	51%	PT163PGNS4	53%	PT163PGNP4

Qualifying Equipment for the additional discounts:

- 107329 ProGen 12
- 107330 ProGen 15

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

ProTeam will notify all eligible distributors the week of July 28, 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 prepaid 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**:

- Fill out the online Rewards Card enrollment form
- Provide the required back-up information for each submission to the Denver office

We will have several DSR spiffs (*PT Rewards Card promotions*) during the 3rd Quarter:

- July – Sept: ProGen 12 = \$15 per unit. ProGen 15 = \$10 per unit (End-user sales)
- July – Sept: Super Coach Pro 6/10 = \$5 per unit (End-user sales)
- July – Sept: Super CoachVac HEPA & Super QuarterVac HEPA = \$3 per unit (End-user sales)
- July – Sept: Specialty = \$5 per unit (End-user sales)
- July – Sept: Wet/Dry and AirMovers = \$3 per unit (End-User sales)

Product	July - September
ProGen 12 upright	\$15
ProGen 15 upright	\$10
Super Coach Pro 6 & 10 backpacks	\$5
Specialty: AviationVac, MegaVac, QuietPro BP/CN, RunningVac	\$5
Super CoachVac HEPA & Super QuarterVac HEPA backpacks	\$3
ProGuard® Wet/Dry Vacs & ProBlitz® AirMovers	\$3

We will have several MFR Spiffs (*PT Rewards Card promotions*) during the 3rd Quarter:

- July – August: Wood Flooring \$100 per 12+ unit sale (Distributor sales)
- July – August: Wood Flooring \$50 per 6+ unit New Distributor sale (Distributor sales)
- August – Sept: ProGen \$5 (Distributor sales)
- July – Sept: DCX Distributor Target Sign-Ups (Present & Enroll)

PROTEAM EQUIPMENT END-USER REBATE COUPONS: July 1, 2016 – September 30, 2016

To incentivize our End-Users, ProTeam is offering a Rebate Coupon, good on all purchases of selected ProTeam products.

End-User Rebate Program Details:

- \$5 per small ProGuard Wet/Dry (LI 3 Cordless, 4 Portable)
- \$10 per larger 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
- \$10 per ProTeam Specialty Vacuum (AviationVac, MegaVac, QuietPro BP/CN, RunningVac)
- \$10 per Super Coach Pro 6 & 10
- \$5 per Super CoachVac HEPA & Super QuarterVac HEPA
- \$3 per ProDuster Sleeve (\$3 for each 101532 & \$30 for each 101533)



Rebate form(s) must be turned into ProTeam by November 15, 2016, for purchases made and invoiced from July 1, 2016, through September 30, 2016, only. Maximum rebate amount is \$500.00 USD.

- 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!