



To: All ProTeam Manufacturer Representatives
Date: December 29, 2016
From: Rich Steinberg, Vice President of Sales
Subject: 2017 1st Quarter Initiatives - REVISED 2016-12-29

We are pleased to announce the 2017 1st Quarter Commercial Sales Initiatives. Listed below are our strategies and tactics for the January 2017 through March 2017 period. We have two main strategies that will involve replacement of the GoFree[®] Flex Pro batteries and chargers and the launch of the new GoFree Flex Pro battery backpack vacuum with the new high efficiency motor that will extend the unit's runtime by up to 15 minutes. We will also be continuing the ProBlade[™] floor tool and adjustable straight wand introductions and the Winter Solutions Wet/Dry Promotion that began in December.

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

- **ProGen[®] 12 & 15 Preferred Partner Program (PPP)** (*Ongoing; new sign-ups through January*)
- **ProBlade Floor Tools and Adjustable Straight Wand** (*December – January*)
- Winter Solutions Wet/Dry **ProGuard[®]** and **ProBlitz[®]** Promotion (*December – January*)
- **GoFree Flex Pro** Battery and Charger Replacement Program (*January – March*)
- **GoFree Flex Pro** new vacuums w/new motor (*February – March*)
- **ProTeam Rewards:**
 - **DSR** – ProGen, ProBlade, adjustable straight wand, Super Coach Pro[®] 6/10, ProGuard/ProBlitz, new GoFree Flex Pro new vacs
 - **MFR** – ProGen sign-ups, ProBlade, adjustable straight wand, new GoFree Flex Pro vacs
- **End-User Rebate Coupon** (*January – March*)

During the 1st Quarter, we will continue training and educating distribution on DCX. We also will focus on introducing the next generation ProBlade floor tool and adjustable straight wand to end-users.

ADVERTISING & PUBLIC RELATIONS CAMPAIGN: January 2017 – March 2017

- GoFree Flex Pro new vacuums
- ProBlade Floor Tools
- DCX (online platform)
- ProTeam Rewards promotion emails

KEY DISTRIBUTOR ACTIVITIES

It is time once again to begin the process of signing up the 2017 ProPartners – making decisions on who we promote to higher program levels and, unfortunately, on which accounts that need to be demoted. The ProPartner program is designed to reward distributors for supporting ProTeam and our programs. A distributor's commitment plays as important a role as the amount they purchase annually. We want to use the ProTeam Distributor Business Meeting presentation templates to review and set the path for the year and schedule ProTeam sales meetings to get training time and present our incentive programs. If you have not presented DCX, this is the perfect time to reinforce the new online platform.

- Hold business meetings from December 19, 2016, through January 31, 2017 (*Business Meeting Presentation*)
 - Present initiatives and product launches
 - Set a plan with the distributor to replace all GFFP batteries and chargers
 - Present the new GFFP vacuum model
 - Either present or reinforce the ProGen Preferred Partner Program
 - Get Agreement signed and forwarded to Denver



- Present the ProBlade and Wand
- Discuss DCX
- Present the upgraded harness and switch box added to all SCP units (rolling change with shipments that began in September 2016)
 - Schedule sales meetings (*DSR Sales Meeting Presentation*)
- End-User Coupon
- ProTeam Rewards, ProTeam iPad App, ProTeam University

PROGEN PREFERRED PARTNER PROGRAM: Beginning October 1, 2016 – Ongoing

ProTeam has a new program to reward supporting distributors and to highlight all of the changes that we have made to the ProGen uprights. The ProGen Preferred Partner Program (PPP) will provide special pricing, a growth program, DSR spiffs and a demo program to all distributors that sign up and commit to featuring the ProGen upright during FY2017 – defined as October 2016 through September 2017. The program will also be supported with end-user rebate coupons.

Program details:

- Have the distributor agree to become a ProGen Preferred Partner, and
- Sign the ProGen Partner Agreement, with the following requirements:
 - One ProGen sales meeting to present all of the upgrades
 - Participation in distributor shows and marketing events
 - Discuss the new into-stock price
 - Make the PPP-specific end-user rebate coupon available to the Distributor Sales Team

Distributor Benefits

The below on-going special pricing for any quantity of ProGen upright vacuums will be provided upon receipt of the ProGen Partner Agreement and the creation of an account-specific Deviation Code to be used on all Purchase Orders:

| PPP Growth or Value Add Discount | PPP ProPlatinum or ProGold Discount |
|----------------------------------|-------------------------------------|
| 50% | 52% |

ProGen Distributor Growth Program

2% will be paid on all growth of FY2017 ProGen sales over FY2016 base sales
(Base Sales = Units sold from 10/1/15 through 9/30/16)

DSR Spiffs

DSR Rewards = \$10 per unit

End-user Rebate Coupon: October 1, 2016 – March 31, 2017

- \$50 ProGen 12 or 15 (1-unit trial, end-user may pick either 12 or 15)
- \$10 per ProGen 12
- \$15 per ProGen 15

Rebate forms must be turned into ProTeam by May 15, 2017, for purchases made and invoiced from October 1, 2016, through March 31, 2017, only. Maximum rebate amount is \$1,000.00 USD.

MFR 2% Incentive Program

Grow the ProGen business at least 20% over the previous fiscal year and receive an additional 2% incentive on all ProGen uprights sold in FY2017 above the FY2016 base sales.
(Base Sales = Units sold from 10/1/15 through 9/30/16)

Special recognition and prizes awarded at ISSA 2017 for the Rep Group that has the highest qualifying percent gain on ProGen sales.



PROBLADE FLOOR TOOL & ADJUSTABLE STRAIGHT WAND LAUNCH PROMOTION:

December 1, 2016 – January 31, 2017

Offer your customers improved ergonomics and debris pick-up efficiency to their vacuuming process. The ProBlade floor tool comes in two versions: a carpet tool and a hard surface tool. It is designed to be more efficient than other tools used with a straight wand vacuuming motion. To improve the ergonomics and worker satisfaction, an adjustable wand has been developed that allows all sizes of workers to use the tools comfortably in almost all vacuuming and detailing situations. Purchase either of the ProTeam ProBlade tools in the below quantities and receive the below discounts.

| # of Tools / Wands | Promo % | Promo Code | Gold % | Promo Code | Plat % | Promo Code |
|--------------------|---------|------------|--------|------------|--------|------------|
| 1 – 4 | 50% | PT164PBS1 | 51% | PT164PBG1 | 51% | PT164PBP1 |
| 5+ | 52% | PT164PBS2 | 54% | PT164PBG2 | 54% | PT164PBP2 |
| | | | | | | |
| # of Vacs | Promo % | Promo Code | Gold % | Promo Code | Plat % | Promo Code |
| 1 – 4 | 50% | PT164PBS3 | 51% | PT164PBG3 | 51% | PT164PBP3 |
| 5+ | 52% | PT164PBS4 | 54% | PT164PBG4 | 54% | PT164PBP4 |
| | | | | | | |
| # of Kits | Promo % | Promo Code | Gold % | Promo Code | Plat % | Promo Code |
| 1 – 4 | 50% | PT164PBS5 | 51% | PT164PBG5 | 51% | PT164PBP5 |
| 5+ | 52% | PT164PBS6 | 54% | PT164PBG6 | 54% | PT164PBP6 |

Qualifying SKUs:

- 107527 – ProBlade Carpet Floor Tool
- 107528 – ProBlade Hard Surface Floor Tool
- 107529 – Telescoping Straight Wand – 2-piece
- 107530 – ProBlade Carpet Floor Toolkit (w/107529)
- 107531 – ProBlade Hard Surface Floor Toolkit (w/107529)
- 107532 – ProBlade Toolkit, Carpet & Hard Surface Tools (w/107529)
- 107533 – Super Coach Pro 6 w/ProBlade Kit 107530
- 107534 – Super Coach Pro 6 w/ProBlade Kit 107531
- 107535 – Super Coach Pro 6 w/ProBlade Kit 107532
- 107536 – Super Coach Pro 10 w/ProBlade Kit 107530
- 107537 – Super Coach Pro 10 w/ProBlade Kit 107531
- 107538 – Super Coach Pro 10 w/ProBlade Kit 107532

All orders must be received and scheduled for immediate shipment from December 1, 2016, through January 31, 2017, to receive the above promotion.

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

WINTER WEATHER SOLUTIONS PROMOTION: December 1, 2016 – January 31, 2017

Wet winter weather is a major cause of slips and falls. The Winter Weather Solutions Promotion is a good time to talk to your customers about stocking and presenting products to help minimize the messes caused by inclement weather. The turbo brush tool (836357) introduced in 2015 is perfect for walk-off mat cleaning and works in either wet (attached to a ProGuard) or dry conditions, and fits on a standard S-Bend wand.



Purchase any combination of wet/dry and/or air mover units and receive the below discount off list price on qualifying equipment. Or purchase the turbo brush tool and receive 50% off the list price of that tool.

| <u># of Units</u> | <u>Promo %</u> | <u>Promo Code</u> | <u>Gold/Plat %</u> | <u>Promo Code</u> |
|-------------------|----------------|-------------------|--------------------|-------------------|
| 1 – 3 | 49% | PT164WDS1 | 51% | PT164WDP1 |
| 4 – 11 | 50% | PT164WDS2 | 52% | PT164WDP2 |
| 12 – 23 | 51% | PT164WDS3 | 53% | PT164WDP3 |
| 24 + | 52% | PT164WDS4 | 54% | PT164WDP4 |

Qualifying equipment:

All ProGuard equipment and ProBlitz AirMovers.

TURBO BRUSH PROMOTION:

| <u>836357 Turbo Brush</u> <i>(any quantity)</i> | <u>Discount</u> | <u>Promo Code</u> |
|--|-----------------|-------------------|
| | 50% | PT164TB1 |

All orders must be received and scheduled for immediate shipment from December 1, 2016, through January 31, 2017, to receive the above promotion.

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

WELCOME BACK GOFREE FLEX PROMOTION: February 1, 2017 – March 31, 2017

ProTeam is offering the below elevated discounts to highlight the new GoFree Flex Pro battery backpacks. Initial discounts are higher to encourage immediate participation, but different discounts continue into February to maintain momentum with the program.

Qualifying SKUs:

| | |
|---|--|
| 107507 GoFree Flex Pro w/Xover Kit 107100 | 107539 GoFree Flex Pro w/ProBlade Kit 107530 |
| 107508 GoFree Flex Pro w/Xover Kit 107099 | 107540 GoFree Flex Pro w/ProBlade Kit 107531 |
| 107509 GoFree Flex Pro w/Xover Kit 107098 | 107541 GoFree Flex Pro w/ProBlade Kit 107532 |

- Only the listed items qualify for the above promotional discount
- Quantity discounts apply to single orders shipped to one location
- All promotion discounts are off of list price
- Standard account freight terms apply
- **PROMO CODE: MUST BE NOTED ON ORDER**
- Distributor may include other ProTeam vacuums, filters & accessories to an order to help qualify for free freight based on their account terms
- *Bids, Contract Pricing and Deviated Programs are excluded*

Phase 1: February 1, 2017 – February 28, 2017

| <u># of Units</u> | <u>Promo %</u> | <u>Promo Code</u> | <u>Gold/Plat %</u> | <u>Promo Code</u> |
|-------------------|----------------|-------------------|--------------------|-------------------|
| 1 - 4 | 51% | PT171GFS1 | 53% | PT171GFP1 |
| 5+ | 53% | PT171GFS2 | 55% | PT171GFP2 |

All Phase 1 orders must be received and scheduled for immediate shipment from February 1, 2017, through February 28, 2017, to receive the above promotion. Shipping is expected to begin in February 2017. The opportunity for taking pre-orders prior to February will be reviewed and announced.

ProTeam will notify all eligible distributors the week of January 30, 2017.

Phase 2: March 1, 2017 – March 31, 2017

| <u># of Units</u> | <u>Promo %</u> | <u>Promo Code</u> | <u>Gold/Plat %</u> | <u>Promo Code</u> |
|-------------------|----------------|-------------------|--------------------|-------------------|
| 1 - 4 | 50% | PT171GFS3 | 52% | PT171GFP3 |



5+

52%

PT171GFS4

54%

PT171GFP4

All Phase 2 orders must be received and scheduled for immediate shipment from March 1, 2017, through March 31, 2017, to receive the above promotion.

ProTeam will notify all eligible distributors the week of February 27, 2017.

SPRING VACUUM PROMOTION: March 1, 2017 – March 31, 2017

ProTeam will feature all vacuum models, except the ProGen uprights already under the PPP Program to get ready for spring cleaning. This promotion will feature ProTeam backpack & canister vacuums, ProForce® uprights, ProGuard Wet/Dry & ProBlitz AirMovers (mix-and-match).

| <u># of Units</u> | <u>Discount</u> | <u>Promo Code</u> | <u>Gold Plat %</u> | <u>Promo Code</u> |
|-------------------|-----------------|-------------------|--------------------|-------------------|
| 6 – 11 | 49% | PT171AVS1 | 51% | PT171AVP1 |
| 12 – 17 | 50% | PT171AVS2 | 52% | PT171AVP2 |
| 18 – 23 | 51% | PT171AVS3 | 53% | PT171AVP3 |
| 24 + | 52% | PT171AVS4 | 54% | PT171AVP4 |

Qualifying equipment:

All ProTeam brand backpacks & canisters
All ProGuard Wet/Dry vacuums

Both ProForce uprights
Both ProBlitz AirMovers

- Only the listed items qualify for the above promotional discount
- Battery products and ProGen uprights are excluded from this promotion
- All promotion discounts are off of list price
- Standard account freight terms apply
- **PROMO CODE: MUST BE NOTED ON ORDER**
- Quantity discounts apply to single orders shipped to one location
- Distributor may include other ProTeam vacuums, filters & accessories to an order to help qualify for free freight based on their account terms
- *Bids, Contract Pricing and Deviated Programs are excluded*

All orders must be received and scheduled for immediate shipment from March 1, 2017, through March 31, 2017, to receive the above promotion.

ProTeam will notify all eligible distributors the week of February 27, 2017.

PROTEAM REWARDS PROGRAM: (Ongoing Program)

ProTeam's incentive program promotes loyalty and increased sales through our ProPartner DSRs. The program is based on reloadable prepay cards, with online 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 2017 1st Quarter (all based on end-user sales):

- *January – February:* Wet/Dry Vacuums and AirMovers = \$10 per unit
- *January – March:* GoFree Flex Pro = \$75 per unit



- *January – March:* ProGen 12 & 15 = \$10 per unit
- *January – March:* ProBlade = \$5 per tool
- *January – March:* Adjustable Straight Wand = \$5 per wand
- *March:* Super Coach Pro 6 & 10 = \$15 per unit

| DSR Rewards – Product | Jan | Feb | Mar |
|---|------------|------------|------------|
| ProGuard Wet/Dry Vacuums & ProBlitz AirMovers | \$10 | \$10 | |
| GoFree Flex Pro Battery Backpack | \$75 | \$75 | \$75 |
| ProGen 12 & 15 Uprights | \$10 | \$10 | \$10 |
| ProBlade Floor Tools | \$5 | \$5 | \$5 |
| Adjustable Straight Wand | \$5 | \$5 | \$5 |
| Super Coach Pro 6 & 10 Backpacks | | | \$15 |

We will have several **MFR Spiffs** (*PT Rewards Card promotions*) during the 2017 1st Quarter:

- *January:* ProGen Preferred Partner Agreements obtained = \$10 each account
- *January – March:* GoFree Flex Pro = \$25 per new unit sold (distributor sales)
- *January – March:* ProBlade = \$5 per tool (distributor sales)
- *January – March:* Adjustable Straight Wand = \$5 per wand (distributor sales)

| MFR Rewards – Product/Action | Jan | Feb | Mar |
|-------------------------------------|------------|------------|------------|
| ProGen Preferred Partner Sign-ups | \$10 | | |
| GoFree Flex Pro | \$25 | \$25 | \$25 |
| ProBlade Floor Tools | \$5 | \$5 | \$5 |
| Adjustable Straight Wand | \$5 | \$5 | \$5 |

PROTEAM EQUIPMENT END-USER REBATE COUPONS: January 1, 2017 – March 31, 2017

To incentivize our End-Users, ProTeam is offering a Rebate Coupon, good on all purchases of selected ProTeam products. (*NOTE: This coupon is available to all eligible distributors who are NOT on the ProGen Preferred Partner program outlined above. Those Partners have access to the enhanced rebate coupon.*)

End-User Rebate Program Details:

- \$10 per small ProGuard Wet/Dry (LI 3 Cordless, 4 Portable)
- \$15 per larger ProGuard Wet/Dry (10, 16 MD, 15, 20)
- \$10 per ProBlitz or ProBlitz XP AirMover
- \$15 per ProForce 1500XP or ProGen 15
- \$10 per ProForce 1200XP or ProGen 12
- \$15 per Super Coach Pro 6 & 10
- \$10 per Super CoachVac[®] HEPA & Super QuarterVac[®] HEPA

Rebate forms must be turned into ProTeam by May 15, 2017, for purchases made and invoiced from January 1, 2017, through March 31, 2017, 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*



GOFREE FLEX PRO END-USER REBATE COUPONS: January 16, 2017 – March 31, 2017

To incentivize our End-Users during the GoFree Flex Pro promotional period, ProTeam is offering a Rebate Coupon, good on all purchases of GoFree Flex Pro vacuum SKUs, as well as additional batteries and chargers. (*NOTE: Each vacuum SKU includes a battery and a charger.*)

End-User Rebate Program Details:

- \$75 per GoFree Flex Pro Battery Backpack Vacuum
- \$25 per GoFree Flex Pro Additional Battery (107513)
- \$10 per GoFree Flex Pro Additional Charger (107516)

Rebate forms must be turned into ProTeam by May 15, 2017, for purchases made and invoiced from January 1, 2017, through March 31, 2017, only. Maximum rebate amount is \$1,000.00 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!