



To: All ProTeam Manufacturer Representatives
Date: September 8, 2016
From: Rich Steinberg, Vice President of Sales
Subject: 2016 4th Quarter Initiatives

We are pleased to announce the 2016 4th Quarter Commercial Sales Initiatives. Listed below are our strategies and tactics for the October 2016 through December 2016 period. The major strategies will include featuring the Super Coach Pro[®] models with the new FlexFit[®] harnesses and switchbox, an ISSA promotion featuring our full line of vacuums, introducing our new ProBlade™ Floor Tool and adjustable straight wand and the Winter Solutions Wet/Dry Promotion. We will continue to train on the Digital Customer Experience (DCX) – a new way to learn about and order from ProTeam – and begin signing up target distributors.

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

- ProGen[®] 12 & 15 Upright Preferred Partner Program (PPP) (*October – Ongoing*)
- ISSA Vacuum Promotion (*November*) – ProGens not included
- ProBlade Floor Tools and Adjustable Wand – (*November*)
- Winter Solutions Wet/Dry ProGuard[®] and ProBlitz[®] Promotion (*December - January*)
- ProTeam Rewards DSR – ProGens, ProBlade, adjustable straight wand, Super Coach Pro 6/10, ProGuard (*October – December*)
- ProTeam Rewards MFR – DCX target distributor sign-ups, ProBlade, adjustable straight wand (*October – November*)
- DCX rollout (*October – December*)
- End-User Rebate Coupon (*October – December*)

During the 4th Quarter, we will spend education and training time on presenting the enhanced ergonomic benefits of the upgraded backpack harness and ROI on the new switch. We also will focus on introducing the next generation ProBlade floor tool and adjustable straight wand.

ADVERTISING & PUBLIC RELATIONS CAMPAIGN: October 2016 – December 2016

- New SCP backpack harness (comfort and ergonomics) & new switch box (ROI)
- ProTeam Rewards promotion emails
- Introducing DCX (new online platform)

KEY DISTRIBUTOR ACTIVITIES

The 4th Quarter is the time to make sure we are aligned with our ProPartners and finishing the calendar year strong. We want to use the ProTeam Distributor Business Meeting presentation templates to review and set the path for the final quarter and schedule your ProTeam meetings, training and incentives. This will also be the perfect time to reinforce the new online platform (DCX). Planning meetings should be arranged to manage stocking requirements, filter sales and discuss our current initiatives.

- Hold business meetings September 15, 2016, through October 31, 2016 (*Business Meeting Presentation*)
 - Present initiatives and product launches
 - Present the ProGen Partner Program and discuss the ProGen price strategy and get commitment from distributors support the updated ProGen units.
 - Get Agreement signed and forwarded to Denver
 - Present the ISSA vacuum promotion



- Discuss DCX
 - Present the upgraded harness and switch box added to all SCP units (rolling change with shipments starting mid-September)
 - Present the ProBlade Floor Tools and Adjustable Wand
 - 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 is launching 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 – 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
- 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
 - Review the new into-stock price to reflect the special preferred partner pricing
 - Make the end-user rebate coupon available to the Distributor Sales Team

Distributor Benefits

The below on-going special pricing for any quantity 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 form(s) 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 \$1000.00 USD.

Demo Program (October 1, 2016 – December 31, 2016)

ProTeam has made six significant changes to the ProGen 12 & 15. To ensure sales groups and showrooms have the newest units with the latest upgrades, ProTeam is offering a special price on ProGen demo equipment. A distributor can purchase one unit of each model at the demo price for each branch location.

<u># of Units</u>	<u>Demo Cost</u>	<u>Promo Code</u>
1	\$150	PT164PGEN



Qualifying Equipment:

107329 – ProGen 12
107330 – ProGen 15

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 ProGens.

ISSA DISTRIBUTOR PROMOTION: November 1, 2016 – November 30, 2016

ProTeam will feature all vacuum models, except the ProGen uprights already under the PPP Program above, to promote our participation in the annual ISSA tradeshow. This promotion will feature ProTeam backpack & canister vacuums, ProForce® uprights, ProGuard Wet/Dry & ProBlitz AirMovers (mix-and-match).

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
6 – 11	49%	PT164AVS1	51%	PT164AVP1
12 – 17	50%	PT164AVS2	52%	PT164AVP2
18 – 23	51%	PT164AVS3	53%	PT164AVP3
24 +	52%	PT164AVS4	54%	PT164AVP4

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
- 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 November 1, 2016, through November 30, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of October 24, 2016.

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

The FlexFit articulating harness has been upgraded to enhance the user's comfort. With additional padding and fewer operator adjustments, the new harness will be available on most units shipped by October 2016. We have also improved the switch box by eliminating the power cord to decrease one wear part and improve the parts ROI.

Distributor Demo Promotion – Make sure all ProTeam distributors have the latest ProTeam units with the upgraded harness. A distributor can purchase one of each qualifying model below at the demo price for each branch location. These demos will NOT count toward the standard demo program vacuum limit.



<u># of Units</u>	<u>Demo Cost</u>	<u>Promo Code</u>
1	\$150	PT164SCPD

Qualifying Equipment:

- 107303 – Super Coach Pro 10 w/107100 kit
- 107310 – Super Coach Pro 6 w/107100 kit
- 107363 – ProVac FS 6 w/100727 kit

ProTeam will begin advertising the week of September 5, 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.

PROBLADE FLOOR TOOL & ADJUSTABLE STRAIGHT WAND LAUNCH PROMOTION: November 1, 2016 – December 31, 2016

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.

<u># of Tools</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 – 4	50%	PT164PTS1	51%	PT164PTP1
5 +	52%	PT164PTS2	54%	PT164PTP2
<u># of Wands</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 – 4	50%	PT164PTS3	51%	PT164PTP3
5 +	52%	PT164PTS4	54%	PT164PTP4
<u># of Kits</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 – 4	50%	PT164PTS5	51%	PT164PTP5
5 +	52%	PT164PTS6	54%	PT164PTP6

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/107530
- 107534 – Super Coach Pro 6 w/107531
- 107535 – Super Coach Pro 6 w/107532
- 107536 – Super Coach Pro 10 w/107530
- 107537 – Super Coach Pro 10 w/107531
- 107538 – Super Coach Pro 10 w/107532

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

ProTeam will notify all eligible distributors the week of October 24, 2016.

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

ProTeam, Inc. / 66 Springer Drive, Suite 306 / Highlands Ranch, CO 80129 / 303-791-5300



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 tool introduced in 2015 is perfect for walk-off mat cleaning and works in either wet (attached to a ProGuard) or dry conditions. The Turbo Brush (836357) also 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 Head 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> (any quantity)	<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.

PROTEAM REWARDS PROGRAM: (Ongoing 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 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 4th Quarter:

- October – December: ProGen 12 & 15 = \$10 per unit (End-user sales)
- October – December: Super Coach Pro 6 & 10 = \$10 per unit (End –user sales)
- November – December: ProBlade = \$5 per tool (End-user sales)
- November – December: Adjustable Straight Wand = \$5 per wand (End-user sales)
- December – January 2017: Wet/Dry vacuums and AirMovers = \$10 per unit (End-user sales)

DSR Rewards – Product	Oct	Nov	Dec	Jan
ProGen 12 & 15 uprights	\$10	\$10	\$10	
Super Coach Pro 6 & 10 backpacks	\$10	\$10	\$10	
ProBlade Floor Tools		\$5	\$5	
Adjustable Straight Wand		\$5	\$5	
ProGuard Wet/Dry Vacuums & ProBlitz AirMovers			\$10	\$10



We will have several **MFR Spiffs** (*PT Rewards Card promotions*) during the 4th Quarter:

- October – December: DCX Distributor Target Sign-Ups = \$10 each account (Present & Enroll Target Distributors)
- October – December: ProGen Preferred Partner Agreements obtained = \$10 each account
- November – December: ProBlade = \$5 per tool (Distributor sales)
- November – December: Adjustable Straight Wand = \$5 per wand (Distributor-user sales)

MFR Rewards – Product/Action	Oct	Nov	Dec
ProGen Preferred Partner Sign-ups	\$10	\$10	\$10
DCX Distributor Sign-ups – per account	\$10	\$10	\$10
ProBlade Floor Tools		\$5	\$5
Adjustable Straight Wand		\$5	\$5

PROTEAM EQUIPMENT END-USER REBATE COUPONS: October 1, 2016 – December 31, 2016

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 will have access to the enhanced rebate coupon.*)

End-User Rebate Program Details:

- \$5 per small ProGuard Wet/Dry (LI 3 Cordless, 4 Portable)
- \$10 per larger ProGuard Wet/Dry (10, 16 MD, 15, 20)
- \$10 per ProBlitz or ProBlitz XP AirMover
- \$10 per ProForce or ProGen upright (all models)
- \$10 per Super Coach Pro 6 & 10
- \$5 per Super CoachVac[®] HEPA & Super QuarterVac[®] HEPA

Rebate form(s) must be turned into ProTeam by February 17, 2017, for purchases made and invoiced from October 1, 2016, through December 31, 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!