



To: All ProTeam Manufacturer Representatives  
Date: December 4, 2015  
From: Rich Steinberg  
Subject: 2016 1<sup>st</sup> Quarter Initiatives

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We are pleased to announce the 2016 1st Quarter Commercial Sales Initiatives. Listed below are our strategies and tactics for the January through March 2016 period. In January, we will spend time with our key ProPartners to discuss final 2015 results and our 2016 program, as well as re-launching the ProGen 12 upright with a document that will help you explain the product changes and upgrades. This is the perfect time to demonstrate the new ProTeam iPad app to our key distribution partners.

We will also be presenting new energy savings material, highlighting how backpacks can add to an end-user's sustainability program, and introducing a new distributor Lodging POD program. ProTeam will also feature multiple ProTeam Rewards incentives for our DSRs and Manufacturer Reps during the January-March period.

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

- Completion of the Winter Solutions Wet/Dry Promotion (January)
- ProGen 12 re-launch (January–March)
- GoFree Flex Pro Promotion (February–March)
- ProTeam Rewards (January–March) DSR spiffs
- End-User Rebate Coupon (January–March)

During the 1st Quarter, we will spend training time on the energy savings and Four Level<sup>®</sup> Filtration messaging. Our education focus will continue to be on ProTeam University and getting ProPartner DSRs signed up on the new ProTeam Reward Program.

- Backpack and Battery Backpack Productivity
- Energy Savings
- ProTeam University & iPad App
- Lodging Distribution Program (*see related documents on our website, [www.pro-team.com](http://www.pro-team.com)*)

1. **ADVERTISING & PUBLIC RELATIONS CAMPAIGN:** (January–March)

- Winter Clean-Up Tools
- ProTeam University Enrollment
- GoFree Flex Pro Productivity, Energy Savings & Cordless Vacuuming
- ProGen 12 Upright Re-launch

2. **KEY DISTRIBUTOR ACTIVITIES**

The 1<sup>st</sup> Quarter is the time to review the past year and set the plan for 2016. Use the ProTeam Distributor business meeting presentations to review and set the path for your ProTeam meetings, training and incentives. It is also a great time to outline our functional discount program and get commitment on the 2016 ProPartner Program. We need to review each ProPartner distributor's sales activity to ensure that the distributor is fulfilling their commitments to the program and are achieving their sales objectives. Planning meetings should be set to manage stocking requirements and filter sales.

- Hold business meetings December 15, 2015, through January 31, 2016
- 2016 - 1<sup>st</sup> Quarter Business Planning Meetings (Business Meeting Presentation)
  - Present initiatives and product launches
    - ProGen 12 re-launch
    - GoFree Flex Pro promotion
  - Schedule sales meetings (DSR Sales Meeting Presentation)
- End-user Coupon
- Energy savings, ProTeam iPad App and filter training



3. **WINTER WEATHER SOLUTIONS PROGRAM:** January 1 – January 31, 2016 (*Continued from December*)  
 Wet winter weather is a major cause of slips and falls. The Winter Weather Solution promotion is a good time to talk to your customers about stocking and presenting products to help minimize the messes caused by inclement weather. We are also launching a new turbo brush. This tool is perfect for walk-off mat cleaning and works in either wet (attached to a ProGuard) or dry conditions (backpacks). The new Turbo Brush (SKU # 836357) fits on a standard S-shaped wand.

Purchase any combination of Wet/Dry and 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%	PT154WDS1	51%	PT154WDP1
4-11	50%	PT154WDS2	52%	PT154WDP2
12-23	51%	PT154WDS3	53%	PT154WDP3
24+	52%	PT154WDS4	54%	PT154WDP4

Qualifying equipment:

- 107127 ProGuard LI 3 Cordless Wet/Dry
- 107128 ProGuard 4 Portable Wet/Dry
- 107129 ProGuard 10 Wet/Dry
- 107386 ProGuard 16 MD Wet/Dry
- 107132 ProBlitz AirMover
- 107133 ProBlitz XP AirMover

Turbo Brush, any quantity	<u>Promo %</u> 50%	<u>Promo Code</u> PT154TB1
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Qualifying equipment:

- 836357 Turbo Brush

- Only the listed items qualify for the above respective promotional discounts.
- All promotional discounts are off of list price.
- Distributor's standard 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 equipment, filters and 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 January 1 through January 31, 2016, to receive the above promotion.

4. **PROGEN 12 RE-LAUNCH & PROGEN 15 PROMOTION:** January 1 – February 29, 2016

The ProGen 12 upright has been re-tooled and the power nozzle base and wheels have been upgraded. Our plan is to re-launch the ProGen 12 and feature the ProGen 15 during the first quarter of 2016. Offer your customers the latest in upright technology. Purchase any ProTeam ProGen upright vacuum (mix & match) and receive the below discounts.

The total number of ProGen 12 + ProGen 15 uprights on the order will determine the discount level for each model. (*For example, an order involving 6 of each will receive the 12-24 discount level for both, however the discount percentages are different.*)

**ProGen 12**



<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1 - 5	49%	PT161PGUS1	51%	PT161PGUP1
6 - 11	51%	PT161PGUS2	53%	PT161PGUP2
12 - 24	52%	PT161PGUS3	54%	PT161PGUP3
25+	53%	PT161PGUS4	55%	PT161PGUP4

**ProGen 15**

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
6 - 11	49%	PT161PGUS5	51%	PT161PGUP5
12 - 24	50%	PT161PGUS6	52%	PT161PGUP6
25+	51%	PT161PGUS7	53%	PT161PGUP7

Qualifying Equipment:

- 107329 ProGen 12
- 107330 ProGen 15

- Only the listed items qualify for the above respective promotional discounts.
- All promotional discounts are off of list price.
- Distributor's standard 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 equipment, filters and 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 January 1 through February 29, 2016, to receive the above promotion.

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

5. **GoFree Flex Pro Promotion:** February 1 - March 31, 2016

ProTeam is offering the below discount on all GoFree Flex Pro battery backpacks during the February – March period.

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
1-4	51%	PT161GFS1	53%	PT161GFP1
5+	53%	PT161GFS2	55%	PT161GFP2

Qualifying Equipment:

- 107397 GoFree Flex Pro w/12Ah battery & 107100 kit
- 107398 GoFree Flex Pro w/12Ah battery & 107099 kit
- 107399 GoFree Flex Pro w/12Ah battery & 107098 kit
- 107401 GoFree Flex Pro w/6Ah battery & 107100 kit
- 107402 GoFree Flex Pro w/6Ah battery & 107098 kit

- Only the listed items qualify for the above respective promotional discounts.
- All promotional discounts are off of list price.
- Distributor's standard 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 equipment, filters and 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 February 1 through March 31, 2016, to receive the above promotion.

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

6. **PROTEAM REWARDS PROGRAM:** (On-Going Program)

ProTeam has 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 or MFR **MUST**:

- o Complete all required ProTeam University Courses
- o Fill out the reloadable Reward Card enrollment form
- o Provide the required back-up information to the Denver office

We will have three ProPartner DSR spiffs (*PT Rewards Card promotions*) during the 1<sup>st</sup> Quarter:

- o January-March: ProGen 12 = \$20 per unit / ProGen 15 = \$10 per unit (End-user sales)
- o February: GoFree Flex Pro 12Ah = \$50 per unit / GoFree Flex Pro 6Ah = \$40 per unit (End-user sales)
- o March: SCP 6/10 = \$10 per unit (End-user sales)

We will have one MFR Spiff (PT Rewards) during the 1<sup>st</sup> Quarter:

- o January–February: ProGen 12 = \$10 per unit (Distributor sales)

7. **PROTEAM MARCH Super Coach Pro 6/10 PROMOTION:** March 1 – March 31, 2016

ProTeam will feature Super Coach Pros during March. Purchase any combination of Super Coach Pro 6 and/or Super Coach Pro 10 backpacks to receive the below discounts

<u># of Units</u>	<u>Promo %</u>	<u>Promo Code</u>	<u>Gold/Plat %</u>	<u>Promo Code</u>
6-11	49%	PT161SCPS1	51%	PT161SCPP1
12-17	50%	PT161SCPS2	52%	PT161SCPP2
18-23	51%	PT161SCPS3	53%	PT161SCPP3
24+	52%	PT161SCPS4	54%	PT161SCPP4

Qualifying equipment:

All Super Coach Pro 10 and Super Coach Pro 6 ProTeam brand backpacks

- Only the listed items qualify for the above respective promotional discounts.
- All promotional discounts are off of list price.
- Distributor’s standard 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 equipment, filters and 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 through March 31, 2016, to receive the above promotion.

ProTeam will notify all eligible distributors the week of February 22, 2016.



8. **PROTEAM EQUIPMENT END-USER REBATE COUPON:** January 1 – March 31, 2016

To incent our End-users, ProTeam is offering a Rebate Coupon. The coupon will be good on all purchases of selected ProTeam vacuums from January 1 through March 31, 2016.

End-User Rebate Program Details:

- \$10 per ProTeam Branded Backpack
- \$10 per ProGuard Wet/Dry Vacuum
- \$10 per ProBlitz or ProBlitz XP AirMover
- \$15 per ProForce Upright or ProGen 15 Upright
- \$25 per ProGen 12 Upright
- \$25 per GoFree Flex Pro Battery Vacuum

Rebate form(s) must be turned into ProTeam before May 15, 2016, for purchases made and invoiced between January 1 and March 31, 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!