



November 16, 2023

Dear Evergreen Preferred Supplier & Manufacturer Rep Partners,

Evergreen Member-Owners are currently making their selections for Planning for Profit 2024.

Working with Evergreen Preferred Suppliers in Planning for Profit is one of the most important commitments our Member-Owners make to you and your company. Make sure your local reps are engaged and asking to participate with them.

Over the past few years Evergreen has demonstrated its commitment to our Preferred Suppliers by having 100% of our Member-Owners participate in the program. Planning for Profit provides a simple framework you can use to set expectations and plan activities to grow your business.

Planning for Profit Plus - At the suggestion of the Evergreen Supplier Advisory Council (ESAC), we are encouraging Preferred Suppliers to consider offering additional incentives to Member-Owners who work with them and achieve agreed-upon goals. If you have not already, please let us know if you plan to participate in *Planning for Profit Plus* so we can send this information to our Members.

We are also suggesting that Member-Owners consider using Planning for Profit to promote your brand through cooperative advertising. We have suggested that they specifically target Hilti® in their markets. You can help them target that business and make more effective use of your coop program through Planning for Profit activities.

Your plans can be simple or elaborate and will vary for each Member you partner with. The key is that your plans are written down and followed through. The Evergreen office provides additional worksheets and materials relevant for Members and Preferred Suppliers on the Evergreen website.

Go to: www.evergreensupplynetwork.com and click on the **Resource Tab** on the navigation panel of the website; scroll down and click on **Planning for Profit**. Most plans include setting up dates for joint sales calls, counter days, open houses, training sessions or any other activity used to market or sell the product. Leverage virtual meeting platforms like Zoom and GoToMeeting for your planning sessions and follow-up meetings.

Key elements of the formal 2024 Planning for Profit program include:

- The Evergreen Member selects a minimum of five Preferred Suppliers to participate with.
- Once the Member has made their picks an email will be sent to notify the Preferred Suppliers who are selected. We are also encouraging the Member-Owners to contact their local reps to begin a dialog.
- We encourage you to designate one *active* Planning for Profit key contact for your company, this can eliminate confusion and frustration. At a minimum, national sales management should make Planning for Profit activities a regular point of discussion with field sales people.
- Actively work with your partners to develop and execute plans designed to grow your joint market share profitably.

- Each quarter the Evergreen office will survey Members and Preferred Supplier to ask how the program is going with their partners. At the end of the year, Evergreen will publicly recognize local manufacturer reps (direct or independent) who consistently get the job done. Each will have their name displayed on our “Wall of Fame.” We will also survey Preferred Suppliers to build a “Member-Owner Wall of Fame.”

I encourage you to proactively contact your local Evergreen Distributor and ask to be one of their Planning for Profit partners.

Please call or reach out if you have any questions or comments. I particularly want to hear from you if you feel an Evergreen Member is not working to grow our Preferred Suppliers' business. Please find the brochure on Planning for Profit at evergreen-marketing.com so you can share with your field people. Feel free to forward it to anyone you wish.

The Evergreen Marketing Group 2024 Planning for Profit

Preferred Supplier/Local Rep – Q & A's

What are the goals of Planning for Profit?

- Share shift Evergreen distributor business from suppliers outside the group to Evergreen Preferred Suppliers.
- Identify new market opportunities and expand the customer base for you and your local Evergreen Members.
- Provide a way for Preferred Suppliers to introduce new products and programs to Evergreen Members and their end-user customer.
- Increase the overall market share of both Evergreen Members and Preferred Suppliers by defining and executing joint marketing and selling plans.

How does Planning for Profit work?

- 1) Evergreen distributors select five or more Evergreen Preferred Suppliers. Preferred Suppliers and their local representation are encouraged to contact Evergreen Member-Owners and ask to participate with them.
- 2) Preferred Suppliers will receive an email notifying them that a Member-Owner has selected them. After this Preferred Supplier key contacts must complete a commitment form for each Member that has chosen to work with them on the EMG website.
- 3) Evergreen Member-Owners are encouraged to contact local reps to set times to meet and discuss ways they can work together to develop joint sales and marketing strategies. National sales management of Preferred Suppliers are encouraged to support their local reps' efforts in developing and executing plans.

- 4) Your joint plans can be as simple or as elaborate as needed. Be sure to document dates and who is accountable for follow up.

A pre-planning worksheet has been developed for local reps to use in initial meetings with Member-Owners. This can be found on the website. Evergreen provides various helpful documents on the Evergreen website. Go to:

www.evergreensupplynetwork.com and click on the **Resource Tab** on the navigation panel of the website; scroll down and click on **Planning for Profit**.

Why should you participate?

- **Access**—Getting the attention of an Evergreen Member-Owner and their sales people is the number one challenge faced by manufacturer field reps. Planning for Profit gives you a proactive, business-focused way to drive access.
- **Growth**—Planning for Profit can help you grow your business by offering you a tangible way of showing the value you bring to an Evergreen Distributor. Use the program to demonstrate how you can work with the Distributor to grow business together. Evergreen Member-Owners will respond favorably if you come to them with a plan of action and a desire to get the job done.
- **Recognition**—Evergreen will formally and publicly recognize local reps (independent and direct) who get the job done. If nominated by a Member, Evergreen will send you a certificate and include your name on the “Wall of Fame.” The Wall of Fame is displayed during the annual Partnership Conference for top leaders in the industry to view and displayed at the Evergreen office for the remainder of the year. In recent years more than 350 independent and direct manufacturer reps have been recognized annually by Evergreen for their participation.

How do you get involved?

- Call on the Evergreen Member-Owners in your territory and present your ideas on how you can help grow the business with them. The best way for you to get involved with a Member-Owner is to tell them you want to work with them.
- Ask the Distributor for the time to present your ideas; be open to tailoring your plans. Be a problem-solver. Offer to document joint commitments, and be the one to follow up. Be proactive and positive.
- Be an advocate for the Evergreen Member-Owner to headquarters. Find out about national programs and how you can leverage those programs to benefit you and the Evergreen Member.
- Do what you say you are going to do. Planning for Profit is all about execution.

Suggested Activities that Drive Profitability

- 1) Written Plans
- 2) Counter Days
- 3) Sales Promotions/Ads
- 4) Open Houses
- 5) Point of Purchase Displays
- 6) Joint Outside Sales Calls
- 7) Trade Shows
- 8) Direct Mail
- 9) Training Sessions

**The Evergreen Supply Network
Planning for Profit 2024
Key Dates**

November 2023

Program materials emailed to Member and Preferred Supplier Key Contacts. These items are also posted on the website.

December 15, 2023

Deadline for Members to submit their picks.

**November /
December 2023**

Preferred Suppliers are automatically emailed once a Member picks them for the program. They then go to the website to complete a commitment form for each Member.

Once the commitment form is completed, the local contact information is automatically emailed to the Member-Owner.

**December 2023 –
January 2024**

Reps and Members should hold planning meetings by the end of January.

**Quarterly Reporting
April, July,
October, January**

Plans are implemented and reported on quarterly. The Evergreen office will send reminders when each report card is due.

Final report card due from Members and Suppliers.



EVERGREEN
SUPPLY NETWORK

January 14, 2025