



November 16, 2023

Dear Evergreen Member-Owner,

It's time to decide which Preferred Suppliers you want to partner with for Planning for Profit™ 2024.

Working with Preferred Suppliers in Planning for Profit is one of the most important commitments you make as an Evergreen Member-Owner. Our expectation is every Member will actively participate.

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

- **Pick At Least Five**—Each Evergreen Member-Owner must pick a minimum of five Preferred Suppliers. If you use a different way to manage your planning, we still expect you to plan with at least five and to tell us who they are. We also suggest to pick a Preferred Supplier you haven't worked with before.
- **Designate a Key Contact**—Designate one *active* Planning for Profit key contact to monitor the program for the year.
- **Actively Work the Program**—Actively work with your local, regional and national sales representatives to develop and execute plans to grow your joint market share profitably.
- **Plan Quarterly Follow Up**—Every quarter the Evergreen office will ask you to complete a report card for each partner. Evergreen will publicly recognize local manufacturer reps (direct or independent) who consistently get the job done. Each has their name added to the "Wall of Fame." The Wall will be displayed during the 2023 Partnership Conference and then hung at the Evergreen Training Center for the remainder of the year. We also build a "Member-Owner Wall of Fame" to recognize Members who get the job done.
- **New Preferred Suppliers**—This is a great way to develop relationships with new Preferred Suppliers and to bring in new product lines. We encourage you to pick at least one Preferred Supplier each year that you haven't worked with previously. Listed below are the new Preferred Suppliers added to the group 2023.
 - Wright Tool & Soudal

Your plans can be simple or elaborate and will vary for each Preferred Supplier 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. It is key that we show Preferred Suppliers that Evergreen can work with them better than any national player—and certainly better than any other group of independent distributors.

Planning for Profit FAQs

How does Planning for Profit work?

- 1) Select five or more Evergreen Preferred Suppliers to work with. There are no criteria on who you should select. We suggest you pick at least one you haven't worked with before.

- 2) Submit your selections on the Evergreen website by December 1. To do this log in to the Evergreen website. The website will automatically email each supplier indicating that you have selected them for Planning for Profit 2024.
- 3) Contact your local reps to set a time to discuss ways you can work together to develop joint sales and marketing strategies. You will receive information about who your local rep is automatically via email when the Preferred Supplier completes their commitment form. In the planning documents online there are sample letters you can use to tell your reps what you expect.
- 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.
- 5) There are additional 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 participate?

- There is no better way to support Evergreen Preferred Suppliers than to work together to grow business.
- Planning for Profit provides you a framework to work together with your local reps toward common objectives.
- The program provides you a way to publicly recognize local reps who get the job done.

Planning for Profit Plus

- *Planning for Profit Plus* - Many Preferred Suppliers offer special deals for Members who select them to work with, we call this *Planning for Profit Plus*. If a Preferred Supplier offers to do this, they are willing to negotiate special programming directly with you. Take advantage of this. You may want to bring up *Planning for Profit Plus* as you talk with Preferred Suppliers about participating with them.

Suggested Activities that Drive Profitability and Growth

- Written Plans
- Counter Days
- Sales Promotions/Ads
- Open Houses
- Point Of Purchase displays
- Joint Outside Sales Calls
- Trade Shows
- Direct Mail
- Training Sessions