

Sales Meeting December 2010

Main topics of Meeting

VAT

- Suppliers bespoke price lists will be updated with 20% VAT by Monday 13th and sent to all branches.
- ALL estimates sent out from Monday 13th December to be at the INCREASED VAT PRICES in case they are not accepted until January. Orders placed in December for fitting in January will qualify for 10% discount off the January prices.

De Branded Ranges

- A new price structure has been established where some of the more expensive prices will be reduced but they will only have a 15% Promotional Discount built in. The new bespoke price list is marked with a profile column. S = Silver (15% discounts on retail price when on promotion). G = Gold (20% discount on retail price when on promotion).
- **NO further discounts on these prices** other than manufacturers roll discounts are available. See branch managers for roll prices on de branded ranges.
- We are building up a collection of samples at head office of de branded ranges. We will in due course have sample cuttings of all de branded ranges in stock to back up a smaller batch of samples held in the branch. This way you do not have to hold all the colours in depth. Also if any shop samples go missing a request to John Barton for a replacement sample will be handled as quickly as possible.
- **NO DEBRANDED RANGES ARE TO BE SHOWN IN BRANCHES WITH MANUFACTURERS OWN NAMES WITH IMMEDIATE EFFECT.**

New Sales Strategy

- We are going to be a bit more aggressive next year in trying to convert more estimates where possible. From January next year if you are up against any estimates from competitors where we are more expensive please discuss these with the branch manager and he will see if we are able to win the business.
- Branch managers to have a fund to finance additional discounts on certain orders to win business from our competitors provided certain criteria are met.

January Sale

- Sale posters will be placed on the window during the last few trading days in December. The sale will start on our first day back in January and will initially end on January 31st. We will then extend the sale until Saturday 12th February.