



2018 Review 2019 Strategy / Planning Topics

Goal of Discussion: Discuss 2019 sales initiatives to assure alignment. Review drivers / events for achieving your 10% growth goal in your respective market ending 2018 calendar year.

2018 Review & Significant Events:

Sales: Up in +4% 2018

- Triple S members + 8%, many independents (especially SMA members) up +10%, new Kutol® customers added +\$500K, new Bunzl distribution, i.e. OK City
- Continued growth despite continued industry consolidation and limited ecommerce presence.
- Kutol® realigns sales manager market responsibilities based on new sales team additions to increase focus
- Health Guard® branding across all lines (excluding heavy duty) completed 4th Quarter.
 - Included is the **new** HealthGuard branded line of dispensers.
- Kutol® Pro Heavy Duty rebranding & improvement launched in 4th Quarter.
 - Additional training / webinars needed for your team?
 - Have you reached out to all SSS members to follow-up on the SSS Professional DV2 promotion?
 - Successes to date?
- Kutol® Pro Capacity Plus Super Scrub opportunity to replace KC Super Duty with Grit, which KC decommissioned. Did your organization have success with conversions?
- Kutol® Pro and Health Guard® Sanitizer Promotions 4th Quarter 2018, 1st Quarter 2019. (show Promo flyer)
- Kutol® joins Pro-Link as an approved supplier. Have you met with the Pro-Link members in your markets for an intro to Kutol? (show Pro-Link flyer)
 - Direct purchase program only
 - Proprietary fitment available for Pro-Link members only
- Transition to boxless bag from inner carton on 12/800 BNB SKU's – 4th Quarter and 1st Quarter 2019
- **Competition Update:** Deb/SCJ transitioning their customers to Redi & new programs. You **MUST** be inquiring with all DEB accounts in your markets or we miss the opportunity!

2019 1st 6 Month Priorities:

- **Deb conversions** in your market
- Kutol® Rep Training – March 19th & 20th, 2019
- Kutol® Pro Heavy Duty product launch
 - DV2 and DSR promo to assist in driving new business



- New distribution and expansion of current distribution
 - Must double sales on heavy duty SKU's
- SSS Professional Heavy Duty product Launch (show sell sheet)
 - DV2 promo to assist in driving new business
 - New sell sheet and 2 oz SSS samples to support new sales efforts
- **Promotion:** All DV2 Kits \$12.00 ea and credited to \$0 with POD submission, DSR spiff of \$2.00 per case on all new SKU's of Kutol Pro (that were not previously available in Duraview) (show both Kutol Pro promo flyers)
 - Kutol® Pro Demo Video
 - Kutol® is supporting the heavy duty skin care launch by participating in the ISA (Industrial Supply Association) show for the 1st time
- Health Guard® Branding Promotion (show promo flyer)
 - HealthGuard® dispenser / sanitizer priority (current customers and new distribution)
 - **Promotion:** \$5.00 HA per HealthGuard® branded dispenser, \$5.00 / cs. DSR Spiff on 7441/44 & 71041/44 and \$2.00 DSR Spiff on 68841/44
- **NEW** Promotion Schedule / Menu (show flyer)
 - Kutol to offer 60-90 day promotion options to schedule promotions in advance with key Kutol distributors:
 - Kutol® Pro promotion (DV2, free dispenser and DSR spiff elements)
 - HealthGuard® Sanitizer promotion (\$5.00 HA, DSR spiffs on select SKU's)
- New Private Label Dispenser Program – DECO Dispenser
 - **AVAILABLE IN 2nd QUARTER** (show flyer)
 - Offers larger printing area on the front cover of the dispenser
 - Full color front plates printed in house
 - \$2.00 per dispenser
 - Lower minimums, quick turnaround
- BNB Green initiative transition –elimination of inner box as we exhaust inventories
- Bunzl Program Communication to Bunzl DC's – If you haven't done so already, please reach out to your respective Bunzl DC locations to discuss opportunities with Kutol
 - We are gaining traction out west primarily due to discontent with lack of Gojo support
 - Proprietary fitment program only
 - R3 Program available
- Buying Group Shows featuring Kutol® Pro, New PL dispensers and Health Guard® branded dispensers / product
- Kutol® Webinar – How to Sell Value vs. Price to a School System and Win
 - A Kutol® power point tool your team should know how to present
 - Webinars scheduled for March 1st and March 8th (both Friday's)
 - Future power point segment tools coming....



Dispenser Program Addition:

- Kutol® will be offering a generic “bottom dispense” dispenser in the 2nd Quarter of 2019 as an alternative for customers who do not like “top” dispensing. (Show flyer)
 - Available in black and white
 - Free manual dispensers, no No Touch option
 - 1000mL refills only – 4 primary SKU’s
 - Dispensers and refills stocked
 - Smaller footprint than Design Series
 - Refills will be slightly more expensive than Design Series
 - No hanging allowance
 - Private branding only available by decal
 - Sell sheet available

No Touch Counter Mount Update:

- Targeting 4th Quarter 2019. Have made substantial progress on the mechanical side.
- Considering using current CM docking / nozzle configuration vs. a new configuration for familiarity / mold cost savings
- Dispenser will be approximately \$30 per unit.
- Looking at having 2 programs: a high volume program for airports / casinos and a low volume program for Class A office.

Sales Update:

Review territory numbers by account:

- Positive / negative trends, what is driving the trend?
- Review market Dashboard (Top 10, dispenser placements comparison, product mix, etc.)

Discuss target / goals from January's discussion:

- Why is your market up / down?
 - Key Kutol activities in 2018 (sales meetings, promo’s, blitz’s, etc.)
 - Key business impacting wins/ losses in market? New Installs?
- Who will drive your sales growth in 1st half 2019?
 - List current distribution and new business opportunities / installs
- Industrial Distributor Targets and pull through plan
 - Sales meetings scheduled / targeted
- **Performance Plus (RJ Schinner brand)** – Update - Is your team working with the Schinner reps? PPlus has the same fitment as the RDA fitment. Trace sales in effect with Schinner
- **Interline** – Successes? Challenges? Capacity Plus opportunities?
- **Bunzl** – Program communication prioritization needed (show flyer)



- **Alternative channels?** Industrial channel (mandatory), Safety distribution?, Office channel?

Miscellaneous:

- Competitive activity in respective markets
- What national / regional accounts should Kutol be pursuing? (Do you have a relationship in your market with another supplier you represent that we can tap?)
- Industrial HQ's? Who should we be targeting in your market? Contact?