

2012 V+A Programs

- Managing the programs to achieve growth goals:
 1. Focus on a tiered program to grow share within customer
 2. Work to grow tier 2's into tier 1 and tier 3's into tier 2
 3. Accounts doing less than \$10k will be closed
- New internet policy to drive dealer loyalty
- Need to be consistent with display requirements and discounts

Tier 1 Program

- .405 Multiplier
- Minimum Volume \$30k/yr
- Min 3 tubs on display
- Min 3 basins on display
- Will receive exclusive leads
- Co-op funds

Tier 2 Program

- .45 Multiplier
- Minimum Volume \$20K/yr
- Min 2 tubs on display
- Min 2 basins on display
- No Co-op

Tier 3 Program

- .50 Multiplier
- Minimum Volume \$10K/yr
- Min 1 tub on display
- Min 1 basin on display
- No Co-Op