



# Marketing & Sales Plan

Revision 2008-07-21

Explanation of GPS Dealer Program including Guidelines, Discounts and Bonuses.  
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## **Customer Relationships**

**Retail Customer** – you purchase Green Performance products directly from the GreenPerform.com website or through a Green Performance dealer at the suggested retail price. No registration required. Now available!

**VIP Customer** – you have received a special coupon to receive a discount through the GreenPerform.com website. These cards are distributed by dealers and not-for-profit organizations sponsoring a Green Performance program for their members. No registration required. Coming soon!

**Retail Account** – you have a bricks and mortar (or web-based) retail business and you purchase Green Performance products at wholesale prices for resale in your store. The account is managed directly by Green Performance and may have been referred by a dealer. Registration Application required. Now Available!

**Commercial Account** – you purchase Green Performance in larger quantities for use in your commercial equipment and fleets. The product is purchased at wholesale prices and is not for resale. The account is managed directly by Green Performance and may have been referred by a dealer. Registration Application required. Now Available!

**Consumer Dealer** – you purchase Green Performance’s consumer line of products at the Consumer Dealer discount level for resale to Retail Customers. A Consumer Dealer may refer Retail and Commercial accounts to Green Performance for a commission. A Consumer Dealer may be referred to Green Performance by another dealer for contribution to bonus. Registration Application required. Now Available!

**Commercial Dealer** – you purchase Green Performance’s commercial line of products at the Commercial Dealer discount level for resale to Commercial Customers. A Commercial Dealer may refer Retail and Commercial accounts to Green Performance. Registration Application required. A Commercial Dealer may be referred to Green Performance by another dealer for contribution to bonus. Annual sales targets must be maintained. Now Available!

**Regional Distributor** – you purchase an exclusive territory and are responsible to recruit and train dealers as well as provide local warehousing and shipping. You purchase product at a special discount level and receive credit for all dealer and wholesale purchases within your territory. Registration Application required. A one-time fee (based on size of region). Annual sales / purchasing requirements. Now Available!

**Web Affiliate** – you have a website and would like to promote Green Performance with a link to our GreenPerform.com website. You receive a commission for all sales generated from referrals from your site. Coming Soon!

**Web Referral** – you operate a not-for-profit organization and would like to offer discounted Green Performance products to your affinity group / membership. You receive a commission for every sale generated from referrals from your website (or from VIP cards distributed to your people). This is an exciting fund raising opportunity. Coming Soon!



**Web Retailer** – you have an ecommerce-enabled website and would like to add Green Performance products to your catalog. Product can be either fulfilled from your warehouse or drop shipped directly from Green Performance. Consumer Dealer registration required. Now Available.

### Customer Discount Levels

Customer Type	Discount	Bonus	Commission	Registration Fee
<b>Retail Customer</b>				
VIP Customer	5% - 10%		5 – 10%	
Retail Account	25%		20%	
Commercial Account	25%		20%	
Consumer Dealer	30%	1 – 5%		\$45.00 / Yr
Commercial Dealer	40%	1 – 5%		\$95.00 / Yr
Regional Distributor	50%			Depends on Size
Web Affiliate			5%	
Web Referral			5 – 10%	
Web Retailer			30%	

### Dealer Bonus Levels

Bonus Rate	Consumer Dealer Group Level	Commercial Dealer Group Level
1 %	\$150	\$1,500
2%	\$250	\$2,500
3%	\$350	\$3,500
4%	\$500	\$5,000
5%	\$750	\$7,500

### Plan Description

Green Performance System's COMPENSATION PLAN is a Direct Sales Plan. Dealers, distributors and affiliates are compensated for the sale of Green Performance products. In addition dealers are compensated for the referral of other qualified dealers. The compensation schedule is defined in the Discount Levels section as well as the Bonus Level's sections. After you register new Dealers into your group, you are compensated from their sales as well as from your own sales.

#### How Dealers Can Make Money with Green Performance Systems

As a Green Performance Dealer, you can purchase Green Performance products at wholesale and then resell them physically to your neighbors, associates and friends at retail prices. In this case the profit is the difference between your cost and what you sell it for.



You can sell products also by sending people to the GreenPerform.com Online Store via your Green Performance Dealer website (coming soon) along with your Dealer number. Then the buyer can execute this sale as an e-commerce transaction. Green Performance will have the purchased products delivered to your buyer.

The buyer may also purchase from Green Performance via a toll free phone call. A Dealer must provide his/her Dealer number to his/her prospective buyer to make sure that he/she gets credit for a phone sales transaction. Green Performance's telephone order takers handle and complete the order. Again, Green Performance gets these orders shipped to the buyer.

Clearly, it is more profitable for the Dealer to handle these as online Internet or Green Performance phone sales. That way, the Dealer doesn't have the unneeded expenses of inventory and physical delivery-not to mention state and local sales tax payments and reporting requirements. Dealers who teach their customers how to order for themselves by phone or by Internet do not have to be tax collectors and sales tax remitters, since Green Performance handles tax matters.

You can also stamp your contact information on the back of attractive, colorful, printed sales materials and hand them out generously to prospective buyers. We can't emphasize enough how important it is for you to supply your prospect with your name and Dealer number when sending him/her to the Green Performance Online Store or telephone order desk. If a buyer goes to Green Performance's Online Store and does not enter the Dealer's name or his Dealer number, you may not get credit for the sale.

Dealer discounts and commissions are identified in the above section "Customer Discount Levels".

### **Dealer Bonuses**

As a Green Performance Dealer, you can sponsor other Consumer and Commercial Dealers who will build a business and thus multiply your income and increase theirs. Dealers are entitled to monthly bonuses calculated as a percentage of their monthly wholesale purchase plus the accumulated monthly wholesale purchases of their referred dealers. See the above section "Dealer Bonus Levels" for bonus rates.

Example: If John was a consumer dealer and purchased \$300 worth of product last month and he had referred to other dealers who together purchased an additional \$200 worth of Green Performance product then their collective purchases would be \$500 and John would receive a bonus check for \$25 (based on the current bonus levels).

Bonus checks are calculated and mailed on the 15<sup>th</sup> of the following month.

### **Commercial Accounts**

Another very profitable and convenient way to make money is as a Commercial Dealer helping companies SAVE MONEY by using Green Performance products in their commercial equipment and fleets. This is called a Commercial Account.

Again the Customer Company can place its orders online, by phone, or by fax to Green Performance and it is delivered to them by UPS (smaller orders) or Freight Company (larger orders). Commercial Accounts may purchase Green Performance product at discounted rates. They cannot resell the products but they benefit by reducing their operating expenses.



The Green Performance Commercial Dealer benefits in TWO WAYS. You earn 20% cash commissions plus wholesale purchase bonuses apply to commercial accounts! Many Green Performance Dealers are building their business primarily with Commercial Accounts. In addition, by being a Commercial Dealer, you have access to a broader range of products and product sizes.

**Retail Accounts**

Another way you can build your income with Green Performance products is by signing up Retail Accounts because they can MAKE MONEY selling Green Performance products.

These Retail Accounts are store fronts who will order Green Performance Products online, by phone or by fax and order wholesale to sell it to the public at retail prices. Both Consumer and Commercial Dealers may sign up Retail Accounts.

Examples of these kinds of stores would be small engine shops, boat and motor shops, independently owned auto repair shops and quick lube places. In addition, web retailers are considered Retail Accounts.

Again you can make more money in these retail markets and earn 20% cash commissions as well as wholesale purchase bonuses.

As the Servicing Dealer, you assist the owners in displaying the products, consulting with them as to what products would sell most and helping to send customers to them for business so they can MAKE MONEY!

**Core Product Offerings (proposed)**

Product	Size	Retail Units	Retail Account Unit	Commercial Account Units	Consumer Dlr Units	Commercial Dlr Units
<b>GP Engine Treatment</b>	8 oz	Each	Case/6	Case/6	Case/6	Case/6
	16 oz	Each	Case/6	Case/6	Case/6	Case/6
	1 gal	Each	Case/4	Case/4	Case/4	Case/4
	5 gal	NA	Pail	Pail	NA	Pail
	55 gal	NA	Barrel	Barrel	NA	Barrel
Larger sizes available by special order						
<b>GP Fuel Treatment</b>	4 oz	Each	Case/12	Case/12	Case/12	Case/12
	8 oz	Each	Case/6	Case/6	Case/6	Case/6
	16 oz	Each	Case/6	Case/6	Case/6	Case/6
	1 gal	NA	Case/4	Case/4	NA	Case/4
	55 gal	NA	Barrel	Barrel	NA	Barrel
Larger sizes available by special order						



## **Product Pricing**

Provided in Green Performance Price List.

## **Sales Collateral**

Product information sheets, brochures, trade show materials, websites, hats, shirts, advertising novelties, business cards, etc. will be made available for purchase by dealers and customers online through the Green Performance website and telephone order desk. Coming Soon!