



LEADERS HOLDING CO.™

Est. 1971

Commercial Partner Program Commercial Property / Hospitality / Designer

Our Commercial Partner Program for commercial properties, hospitality, and designer customers offer larger discounts the more the partner buys.



Commercial Partner Program sales will boost your volume helping you hit accelerator bonuses that apply to your total commission eligible volume for the period. Commercial Partner sales have higher delivery charges than our regular residential programs. These higher delivery fees pay at 10% commission rate.

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Why Do Commercial Partner Sales?

- ✓ Commercial Partners (designers and commercial properties) regularly make new purchases. Reoccurring sales help hit KPI and accelerator goals.
- ✓ The increased partner program sales raise your accelerator bonus. A raised accelerator bonus increases your commissions on all delivered sales for the period. The result is higher income for your effort.
- ✓ Commercial Partner sales are usually larger than average sales helping your location exceed KPI goals
- ✓ Commercial Partner sales create exceptional marketing for residents living on the property, diners, or visitors to the commercial establishment

Keys To Success

Make it easy

- ✓ Do the work for the guest. Do not wait for them. The easier you make the guest's job, the more they will gravitate to you.
- ✓ Follow up on their requests and think in advance of needs they may not have thought of.



Be Consistent

- ✓ Helpful, Thankful, and Grateful in all communication. It may take a year or longer to close a partner sale.
- ✓ Use your NetSuite tasks to help you stay organized.
- ✓ Success in partner sales is not a sprint. Give consistent year-round effort for best results.
 - Use Tasks in NetSuite to keep your helpful and thankful follow-up consistent

Create a Trusted Relationship

- ✓ "Say what you do, do what you say."
- ✓ Be honest, be transparent, earn trust.

Use your Tools

- ✓ Room Planners
- ✓ Finish and Fabric Samples
- ✓ Write multiple quotes with all considered variations

Ask for Referrals

- ✓ Do you know anyone else working on a project I can help?

Guidelines

Qualifying an Account

All partner accounts will be pending approval until they are reviewed and approved or denied by territory leadership. A Commercial Partner account sale cannot be for personal use. The order must be placed and paid for by the account holder.

Commercial & Hospitality

A commercial or hospitality account cannot deliver to a residential address. Products sold at the discounted pricing should be used by another business or homeowners' association.

Designer

Designers must provide proof of business registration and/or current Sales & Use Tax Form regardless if they are tax exempt.

Registering an Account

Once a customer account is opened at a Commercial Partner price level, an alert will appear on Sales Leadership's dashboard. We will verify it is a commercial address by mapping and reviewing the satellite view of the facility. Once an account is approved, it will remain approved.

How do I Count Pieces

Umbrellas & Umbrella Base	1 Piece
Chair & Cushion for Chair	1 Piece
Table Base & Tabletop	1 Piece
Left Arm, Armless, Wedge, & Right Arm with Cushions	4 Pieces
Dining Table & (4) Dining Chairs	5 Pieces
Sofa with Cushions and (4) Toss Pillows	1 Piece
Accessories (Table Top, Wall Art, Trees, Cleaning, Furniture Covers, Rugs, etc)	0 Pieces

Pricing & Delivery Charge

- ✓ Price Level is assigned by total piece count (outlined above) on a single order
- ✓ Pricing Level for repeat clients is
 - Price Level of most recent sale **OR**
 - Price Level at new/current sales order quantity, whichever discount is higher
- ✓ Once a price level is earned the account can order a single item at the discounted price.
- ✓ Fulfillment
 - Customer Pick-Up
 - Customer pick-up at the distribution center is free
 - Customer pick-up for five pieces or more at a retail location is \$99
 - Delivery

Leaders Delivery with Set-Up				Direct Ship from Manufacturer Curbside, No Set-Up	
Piece Count	Product Discount	Single Trip Delivery Fee	Multiple Deliveries for Single Order	Product Discount	Shipping Fee
1 – 24	10%	6% of subtotal OR \$149 <i>whichever is greater</i>	10% of subtotal OR \$249 <i>whichever is greater</i>	10%	*Quote
25 – 49	15%			15%	
50 – 99	20%			25%	
100+	25%			30%	

*Shipping Fees for shipments direct from the manufacturer to the property will be individually quoted. When 'Ship Direct from Manufacturer' is selected as a shipping method on a quote or sales order, the Purchasing Team will receive notification and begin working on a shipping quote.

Payment

Check	Cash	Credit Card	Money Order	Wire Transfer	Wells Fargo Financing
✓	✓	✓	✓	✓	✗

- ✓ 50% Down
 - No orders will be placed into production without a 50% deposit.
- ✓ Balance paid before delivery

Lead Generation

- ✓ Follow-up on opportunities you are already receiving
- ✓ Review existing delivered accounts sold from your location to build a relationship and help the existing client with new opportunities.
 - In your Global Search field type in "Sales | Customer Sales by Price Level".
 - Then sort for your Location and Price Level.
- ✓ Word of mouth
 - Referrals are the ultimate compliment and will drive your business. Ask all of your guests if they know anyone working on a project that you can help.
 - "We furnish HOAs, Hotels, Commercial Properties and work with Designers. We are excited to help anyone you know that has a project."
- ✓ Email Templates
 - See the Lead Generation Email Templates section of this document
- ✓ Internet Search
 - For Properties, HOA's and Businesses that could benefit from our products.
- ✓ Visit Properties
 - Stop by hotels and motels and drop off your card
 - Always have a card ready



Lead Generation Email Templates

These email templates are intended to be used with Outlook, not NetSuite. It is easier to cut and paste images into Outlook. These templates are a place to get started. As you build your skills, you can create your own lead-generation emails with a more personal touch.

The most leads are generated with consistent, simple email contact and follow-up. Make a list of properties and designers in your area that you plan on contacting regularly. Start with the commercial property or design firm template below and add the correct branding and images for the property you are sending it to. Copying and pasting images off the internet. Seeing their property or their design firm name on their email will make you stand out and your target stop and read.

Restaurant, Motel, Hotel, HOA, Condo Template

Copy and paste the logo of the property and pictures of the business for a strong impact.

Subject Line: We are to Help Make It Easy – Leaders

Email Body:

We are Here To Help Make It Easy To Get The Most Out Of Your Season



Big discounts off retail on all qualified accounts



\$20,000,000 in stock ready for immediate delivery



Custom Order Available



Buy Now, We will Hold it till you are ready



Florida Family Owned since 1972



Designer

Copy and paste the logo of the design firm you are emailing. Copy and paste in your favorite images from Leaders Instagram account.

Subject Line: We are to Help – Leaders

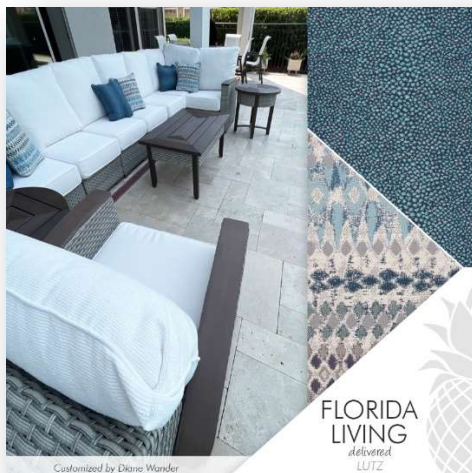
Email Body:



Let us help you make a happy client fast on the first try.

- ✓ Florida Living Outdoor Furniture, Thousands of Options, Fast
- ✓ Discounts to the Trade
- ✓ Visit Our Instagram for a Portfolio of Inspiration.

Instagram



Thank You For the Opportunity – Referral Inquiry

Subject Line: Thank You For The Opportunity – Leaders

Email Body:

Thank you for the opportunity to earn your business. We are very excited how your project turned out.



Insert picture from Dispatch Track Here

I will check with you later this year to see how everything is going.

If you know anyone working on an HOA, Commercial Property or Design Project we can help, we would appreciate the referral.

