



2017

Business Builder

Navigator

PLANNING AND SALES TOOL GUIDE



FEED GREATNESS™



Feed Greatness.™

It's our commitment at Purina. And when it comes down to it, words aren't needed. Because if there's greatness on the inside, it shows on the outside.

Animals speak louder than words.™

What is Feed Greatness?

- Feed Greatness explains what we all do every day in Purina.
- Our purpose is to help unlock the greatest potential of every animal.
- Our ambition is to become the most trusted leader in animal nutrition.
- Feed Greatness is both a verb; what we all do and what our customers do to help their animals be great; and a noun; the result of our collective efforts as seen in the animal.
- Our customers tell us—you just know it when you see it. So we are letting the animals do the talking in our Animals speak louder than words™ campaign.



Business Builder How to Enroll

- ☐ **1.** Review all Business Builder materials enclosed.
- ☐ **2.** Complete one participation sign-up form per location in its entirety.
- ☐ **3.** Complete Check-R-Board® Days enrollment form.
- ☐ **4.** All participation forms must be signed by the authorized dealer and your Purina Animal Nutrition LLC Sales Specialist.
- ☐ **5.** Send in your completed forms & supporting documents.

Mail your forms to:

Purina Animal Nutrition LLC
P.O. Box 66812
St. Louis, MO 63166-6812
Attn: Business Builder

Fax your forms to:

651-234-8493
Attn: Business Builder

Sign up to attend one of the many VIP selling or training events.

At Purina, we believe animals help define your way of life and we exist to make your animals the best they can be. Since 1926, our 1,200 acre working farm has helped animal owners all over North America make the most of their nutritional investments. This premier facility is staffed with over 100 nutritionists, veterinarians and animal care workers who are committed to delivering proven performance, feed and nutrition solutions.

Over 110 patents, 24,000 studies and 3,000 animals on the facility are here for you to see firsthand.



PURINA

ANIMAL NUTRITION CENTER





**Contact your Purina Sales Specialist
to sign up for VIP events and training.**



Animals speak louder than words.™

Business Builder Funds

The Selling Support Program

DEALER LEVEL	VIP POINTS	QUALIFICATION CRITERIA	SELLING SUPPORT	OTHER
Elite Certified Expert Dealer 	8,000+ Points from QPL* purchases	<ul style="list-style-type: none"> • Must employ a LPS as of 12/31/2016. • Create media/marketing plan with Purina. • All other elements of a CED listed below. 	\$0.60/VIP Point based on 2016 QPL	Exclusive tools and information available by February 2017.
Certified Expert Dealer 	5,200+ Points from QPL* purchases	<ul style="list-style-type: none"> • Enroll in program. • Host/participate in a minimum of 6 selling events. • Minimum of 2 employees attending F.E.E.D. selling skills training class. • Attend a Purina University or VIP event at the Purina Farm. • Execute a minimum of 24 Farm Gate** calls. 	\$0.55/VIP Point based on 2016 QPL	**Farm Gate calls are selling calls held at customer or prospect's operation/farm.
Qualified Dealer 	5,199–3,000 Points from QPL* purchases	<ul style="list-style-type: none"> • Enroll in program. • Participate in a minimum of 3 selling events. • Minimum of 2 employees attending F.E.E.D. selling skills training class. 	\$0.25/VIP Point based on 2016 QPL	
Program Dealer 	1,200–2,999 Points from QPL* purchases	<ul style="list-style-type: none"> • Enroll in program. 	\$0.10/VIP Point based on 2016 QPL	

* QPL = Qualified Product List



Claiming Your Selling Support Funds

To claim Selling Support Funds, program participants need to submit the appropriate reimbursement form on a quarterly basis (forms are included in folder). Claims will be reimbursed (up to the accrued funds available in your account) for any authorized marketing expenditure.

Reimbursement may be submitted at any time and available funds will be applied to the approved claim. Unclaimed funds remaining at the end of each program year are not refundable and do not roll over to the next program year. All claims must be submitted within 30 days of program year end (by Feb. 1) to be eligible for fund application. Once each claim is approved and processed, it will be issued as a credit invoice. Claim forms must include proof of appropriate expenditure.

When claiming funds for approved activities, fund reimbursement will be as follows:

Instructions

1. Dealer and Sales Specialist complete the required reimbursement form and send to the Area Sales Office for Area Sales Manager approval.
2. The Area Sales office will check receipts against amount requested.
3. FORM MUST BE SIGNED BY AREA SALES MANAGER.

PROGRAM	100%	50%	25%	0%
Trips (VIP, etc. to the Purina Animal Nutrition Center)	✓			
Purina Print Materials eStore Merchandising Kits	✓			
Purina University, F.E.E.D./HERD 360 Sales Training	✓			
Customer Feeding Trials (within guidelines)	✓			
Check-R-Board® Days promotion	✓			
Advertising with a minimum of 25% Purina branding		✓		
Feeder Meeting		✓		
Dealership Signage		✓		
In-Store Employee Training Workshop/F.E.E.D. spiff		✓		
Account fees for Advertising or Marketing agencies			✓	
Dealer "Yellow Pages" Advertising			✓	
Branded Wearables & Premiums			✓	
Fair Animal sales/purchase or "add-ons"				✓

Purina® Minimum Advertised Price (MAP) Policy

Purina Animal Nutrition LLC is proud to offer industry-leading innovation, quality products and unparalleled expertise to our customers. The Purina Animal Nutrition brand and its reputation are built on our customer's perception of brand quality and value supported by the assurance that our retailers provide excellent customer service and experiences through knowledgeable staff and local events. In order to preserve and build on this foundation, which benefits consumers, retailers and our company, we have implemented a national Minimum Advertised Price Policy (MAP) for select Purina Feed products sold, in all channels of trade, effective January 4, 2016.

Purina MAP products are as follows:

- Strategy® GX
- Ultium® (Competition)
- Equine Senior®
- Omolene 200®

Dealers can submit MAP inquiries via email to:
purinamappolicyadministrator@landolakes.com

**For more information,
view full MAP Policy and
related documents on**

***Business Link »
Business Center »
Minimum Advertised
Price Policy (MAP)***



Animals speak louder than words.™

Purina University 2017

Purina Animal Nutrition is proud to introduce Purina University.

Dedicated to animal excellence, Purina University has created a curriculum that will develop competent, expert counselors which will help animal owners achieve success.

Event

Dates

Animal Care Workshop	March 20-22, 2017
Cattle Dealer Differentiation	April 3-5, 2017
Cattle Science 101	May 1-3, 2017
Swine Science 101	May 8-10, 2017
Equine Science 101	May 9-11, 2017
Dairy Science 101	May 22-24, 2017
Backyard Flock VIP Retail Excellence	November 6-8, 2017
Cattle Dealer Differentiation	November 13-15, 2017

Please contact your Sales Specialist for schedules and enrollment details.



Animal Care Workshop

As an Authorized Purina Animal Nutrition Dealer, you are eligible to send up to two people to the Animal Care Workshop in St. Louis, MO. This two day educational seminar will include training on feed and nutrition topics related to horses, cattle and companion animals. You must arrange for your own transportation to St. Louis. Once you arrive in St. Louis, Purina Animal Nutrition will cover two nights lodging (March 20-21), food and ground transportation costs associated with the training workshop.

Enrollment fee for an attendee is \$175 per person, maximum of two people per dealer location. The fee is 100% reimbursable for Business Builder participants. Space is limited.

Please contact your Sales Specialist for enrollment details.



Only one class offered for 2017.

NEW EXPANDED FORMAT!

MARCH 20-22, 2017

Sign up with your Purina Animal Nutrition LLC Sales Specialist.



Plan to attend a VIP Event in 2017

All events are held at the 1,200 acre Purina Animal Nutrition Center in Gray Summit, Missouri.

Cattle:

Range Cattle VIP
January 9-11
June 5-7
August 28-30

Genetic Supplier VIP
July 17-19

Large Range Cattle VIP
August 9-11

Feedlot Dairy/Beef VIP
August 14-16

Dairy/Beef Cattle:

Dairy Beef VIP
October 23-25

Dairy:
Large Calf & Heifer
February 21-23

Calf & Heifer VIP
March 6-8

Swine:
Swine VIP
March 28-29
August 22-23

Show:

Show VIP
June 12-14

Horse:

Horse VIP
June 26-28
August 21-23

Equine Veterinary Conference
October 6-8

Farrier VIP
Date TBD

Dealer Business Opportunity Conference: February 28-March 1 and September 26-27

All dates subject to change, please verify with your Sales Specialist.

Proof Pays

For completing one Proof Pays Feeding Demonstration, you will receive up to a \$500 credit.

1. Submit your Proof Pays Feeding Demonstration results to Dr. Drew Shain.

Your Proof Pays Feeding Demonstration tracking form can be found on *Business Link » Cattle » Research, Tools & Training » Tools*.

2. Watch your invoice for the \$500 credit.

Proof Pays Feeding Demonstrations are reimbursed from your Selling Support Funds at 100%, up to \$500 per demonstration. There is no limit to the number of Proof Pays that qualify. Selling Support Funds rules apply.

Don't Keep This Information a Secret!

Share it with other cattle producers.

Let your current producers do the talking for you. Host an on-ranch/on-farm selling event after completing the Proof Pays Feeding Demonstration. Selling events qualify for Selling Support Funds at 50%, up to \$750. There is no limit to the number of selling events. Selling Support Funds rules apply.

Contact your Purina Animal Nutrition LLC Sales Specialist if you have any questions. Thank you for your continued support of Purina Animal Nutrition LLC.





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Product and Selling Skills Training

A powerful one day, hands-on product selling workshop

Product and Selling Skills

The F.E.E.D. Training Program is held “in-the-field” at a local meeting facility/hotel to make attendance easy and affordable. The one-day training program includes all training materials, lunch, beverage and snack breaks throughout the day. Your F.E.E.D. Training Program Seminar fee may be fully refundable through available Selling Support Funds in your Business Builder Support Program.

Hands-on, Energizing and Contagious

In retail, your business will only grow as much as your staff allows it to grow. Having a well-trained, energetic and engaged sales team in your store is vital to your success. Is your team where they need to be? Do they need training in certain areas?

Well, now is the time to start building those selling muscles in your team and F.E.E.D. is the program you need. Developed and geared specifically to meet the needs of feed retailing. A powerful one-day course that's hands-on, energizing and contagious!

Please contact your Sales Specialist for schedules and enrollment details.



What Is F.E.E.D.?

Four Hands-On Interactive Modules:

Friendly Greeting

Exploration

Expertise

Delighting the Customer

TalentLink Online Learning Center

How do you find your Learning Assignments?

1. Go to www.purinamills.com
2. Login to Business Link
3. Click on the Business Center Tab
4. Click TalentLink Learning Center Link
5. View your assignments or search for educational materials

TT30s renamed to Training Tune-ups.

New content every first and third Tuesday of each month. Recorded for you to review at your convenience.

Listen to recorded Training Tune-ups:

- If you are a Business Link user, access the TalentLink Learning Center via Business Link.
- If you are not a Business Link user, go to www.talentlinklearningcenter.com and log in with your ID and password.



**Business Link »
Business Center »
TalentLink Learning Center**





Event Checklist

12 WEEKS PRIOR TO EVENT

- ☐ Refer to 2017 Business Builder 1st Semester Brochure and Navigator for event and sales tools information.
- ☐ Choose merchandising events to execute:
 1. Chick Days
 2. HOW® Horse Owners Workshop
 3. Cattle Mineral Meeting
 4. 60-Day Trial In-Store Promotion
 5. Check-R-Board® Days (Jan.-Dec. flexibility)
- ☐ Conduct ad planning to highlight your event.

10-12 WEEKS PRIOR TO EVENT

- ☐ Visit the Purina® Business Link Dealer Portal for details on dealer promotions and marketing support tools.

8-10 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on invites for guest speakers.
- ☐ Request your Check-R-Board® Days Amplified or Basic Kit and submit completed Check-R-Board® Days Enrollment Form.

8 WEEKS PRIOR TO EVENT

- ☐ Update your web site and social media pages with event details.

4-6 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on guest list invite if applicable.

4 WEEKS PRIOR TO EVENT

- ☐ Order your event kit from the Print Materials eStore with a minimum of 10 business days lead-time (no charge). 1st Semester Merchandising Kits:
 - Chick Days Kit
 - Recreational HOW® Kit
 - Cattle Mineral Kit
 - 60-Day Trial In-Store Promotion Kit

1 WEEK PRIOR TO EVENT

Contact your Sales Specialist to register your event to utilize the Mobile Event Registration Tool.

EVENT WEEK

Reminder calls/emails to your guests and guest speakers.

1 WEEK POST EVENT

1. Contact your Sales Specialist for your guest attendee list. Work together to determine next steps with business leads.
2. Complete Business Builder reimbursement forms (if applicable) and submit to your Area Office. Timely submission of reimbursement forms is requested.



Animals speak louder than words.™

First Semester Planning

Register for training and events through your Purina® Sales Specialist.

January

Training	VIP Events	In-Store Events
	<ul style="list-style-type: none"> Range Cattle VIP: Jan. 9-11 	<ul style="list-style-type: none"> Cattle Mineral Meetings HOW® Horse Owners Workshop Check-R-Board® Days

February

Training	VIP Events	In-Store Events
<ul style="list-style-type: none"> Dealer Business Opportunity Conference: Feb. 28-Mar. 1 	<ul style="list-style-type: none"> Large Calf & Heifer VIP: Feb. 21-23 	<ul style="list-style-type: none"> Cattle Mineral Meetings Chick Days HOW® Horse Owners Workshop Check-R-Board® Days

March

Training	VIP Events	In-Store Events
<ul style="list-style-type: none"> Animal Care Workshop: Mar. 20-22 	<ul style="list-style-type: none"> Calf & Heifer VIP: Mar. 6-8 Swine VIP: Mar. 28-29 	<ul style="list-style-type: none"> Cattle Mineral Meetings Chick Days HOW® Horse Owners Workshop Check-R-Board® Days

April

Training	VIP Events	In-Store Events
<ul style="list-style-type: none"> Equine Dealer Differentiation Conference: TBD Cattle Differentiation Conference: Apr. 3-5 		<ul style="list-style-type: none"> Cattle Mineral Meetings HOW® Horse Owners Workshop Check-R-Board® Days Chick Days

May

Training	VIP Events	In-Store Events
<ul style="list-style-type: none"> Cattle Science 101: May 1-3 Swine Science 101: May 8-10 Equine Science 101: May 9-11 Dairy Science 101: May 22-24 		<ul style="list-style-type: none"> Cattle Mineral Meetings HOW® Horse Owners Workshop Check-R-Board® Days

June

Training	VIP Events	In-Store Events
	<ul style="list-style-type: none"> Range Cattle VIP: June 5-7 Show VIP: June 12-14 Horse VIP: June 26-28 	<ul style="list-style-type: none"> HOW® Horse Owners Workshop Check-R-Board® Days

All dates subject to change, please verify with your Sales Specialist.



Second Semester Planning

Register for training and events through your Purina® Sales Specialist.

July

Training	VIP Events	In-Store Events
	<ul style="list-style-type: none">▪ Cattle Genetic Supplier VIP: Jul. 17-19	<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

August

Training	VIP Events	In-Store Events
	<ul style="list-style-type: none">▪ Large Range Cattle VIP: Aug. 9-11▪ Cattle Feedlot VIP: Aug. 14-16▪ Horse VIP: Aug. 21-23▪ Swine VIP: Aug. 22-23▪ Range Cattle VIP: Aug. 28-30	<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

September

Training	VIP Events	In-Store Events
<ul style="list-style-type: none">▪ Dealer Business Opportunity Conference: Sep. 26-27		<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

October

Training	VIP Events	In-Store Events
<ul style="list-style-type: none">▪ Equine Veterinary Conference: Oct. 6-8	<ul style="list-style-type: none">▪ Dairy Beef VIP: Oct. 23-25▪ Farrier VIP: Date TBD	<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

November

Training	VIP Events	In-Store Events
<ul style="list-style-type: none">▪ Backyard Flock VIP Retail Excellence: Nov. 6-8▪ Cattle Differentiation Conference: Nov. 13-15		<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

December

Training	VIP Events	In-Store Events
		<ul style="list-style-type: none">▪ Cattle Mineral Meetings▪ HOW® Horse Owners Workshop▪ Check-R-Board® Days

All dates subject to change, please verify with your Sales Specialist.



Animals speak louder than words.™

Purina® Business Link Dealer Portal

**Download, print and email
sell sheets, ads, logos and
other marketing support
materials directly from
your Business Link portal.**



How to register:

1. Go to www.purinamills.com and click BUSINESS LINK LOGIN.
2. Under Retail Dealer/Member Login select "Click Here to Register."
3. Fill out the online registration form.
4. On the last page, select access to Feed Online Ordering & Feed Business Services.
5. You will be emailed a username and password within 1-3 business days.



Where do I find these items?

Sell Sheets

*Business Link » (select species) »
Marketing & Sales » Sell Sheet*

Product Packaging Images

*Business Link » (select species) »
Marketing & Sales » Packaging*

Purina University Events and Information

*Business Link » Business Center »
Purina University*

Customer Service Contact Information

*Business Link » Business Center »
Customer Service » Customer Service*

Need help?

Use the search feature and enter keywords to easily find information or contact the Business Link Hotline at 866-270-4706.



Online Ad Builder



The Purina Certified Expert Dealer Online Ad Builder is the easiest way to customize your store marketing materials and make the most of your Purina marketing money. Select the Feed Greatness™ Brand ads slicks, or new product ads, and customize with your dealership information in just a few clicks of the mouse.

How do I get started?

Step 1

Log in to Business Link.



Step 2

Access the Feed Online Ad Builder through Business Link (My Links).



Step 3

Click on Begin Building Now.



Step 4

Select Category.



Step 5

Select Category.



Step 6

Customize!



For guidance, a video on the home page of the Online Ad Builder site will walk you through how to set up your account and how to begin building your own ads.

Access to Online Ad Builder is located on *Business Link » My Links » Feed Online Ad Builder*

Mobile Event Registration Text Tool

This tool efficiently collects guest information, and in return - rewards them with digital rewards such as personalized photo, coupon, or a chance to win in a drawing. The system communicates in real-time effectively enabling you to receive the event attendee list within days of your event.

At Event

Guests can access the electronic system from their own mobile device or you may assist them by entering their information from your own device, tablet or computer.

Post Event

Your Purina Animal Nutrition LLC Sales Specialist will have the ability to provide a list of attendees to you!



Text to number: 95323, enter the word: Purina, then Send.



Click on the link.



Enter your information.

Takes less than one minute!



Success!

Receive Personalized Photo!



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Promotional Products eStore

FREE SHIPPING! Valid on all orders shipping via ground delivery in the continental U.S.

Staples provides promotional products such as Purina-branded apparel for both men and women; jackets, shirts, hats, etc. as well as promotional items such as coolers, pens and flash drives. Order checkerboard-branded items such as table runners, pennants, cups, napkins, table cloths, etc.

The Promotional Products eStore is stocked with a wide selection of branded merchandise and is updated on a regular basis. Orders placed by noon will ship the same day unless the item is out of stock or marked DS. Staples can also co-brand or customize promotional items that are currently not in stock.

Contact Staples' Purina Customer Service (800.369.9658) to discuss your business promotional needs, or click the "Contact Us" button.



Print Materials eStore

While logged into Business Link, click on the Print Materials eStore icon and go directly to the Print Materials eStore landing page. Here you will find all available printed materials such as pet food frequent purchase cards, feed brochures, banners, promotion kits and more. Orders placed for items in inventory will ship by noon the same day. If you need additional help, click the "Contact Us" button.



**Business Link »
Promotional Products
eStore**



**Business Link »
Print Materials eStore**






Kit Ordering Process

Event Kits	Order Window (estimated)	Shipment Window (estimated)
Recreational HOW® Kit	January - December	January - December
60-Day Trial In-Store Promotion Kit	January - December	January - December
Chick Days Kit	January - June	January - June
Cattle Mineral Kit	January - June	January - June

Please contact your Sales Specialist to confirm order and shipment windows for event kits.

Ordering 2017 Promotional Kits:

Available from the Print Materials eStore

1. Go to Purinamills.com and sign in to Business Link
2. Click on "e" paper icon on top navigation menu (this will take you to the Print Materials eStore) 
3. Select "Catalogs" from top navigation menu
4. Select Purina Animal Nutrition
5. On left navigation screen, click on 2017 Promotional Kits
6. Place orders for your kits and then go through the checkout process

Checkout process:

1. Provide credit card information (there are no shipping fees for kits, you will only be charged shipping and sales tax fees if you have other items in your cart).
2. Provide delivery information—select a future date to have items in your carts shipped (remember to allow for shipping days to your destination). If you do not select a future ship date, the items in your cart will automatically be shipped out when available.
3. To ship items in the cart to multiple locations, you can upload a list. If you need assistance on uploading a list, please contact lolSERVICE@rrd.com for assistance.

NEW for 2017:

- Kits available to order November 2016.
- Review all First Semester 2017 kits.
- Flexibility to order kits all at once or continue to order individually.

Details:

- 1 Event Kit per store location.
- Must register each store location separately.
- Purina will ship out kits within shipping window time frame shown above. No exceptions.

