



Nothing but **HEAVY DUTY.**TM

J.S.S
RULES OF ENGAGEMENT
EMEA



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INTEGRITY

High Value JSS activities:

- **Understanding high potential opportunities in region.**
- **Demos on site with end users.**
- **Joint calls with dealer reps.**
- **Aggressively target key end users independently of dealers.**
- **(Well prepared) Job Site Lunches.**
- **Training days.**



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Low Value JSS activities:

- **Dealer Demo days**
- **Delivery drivers.**
- **Pricing and Deals.**
- **Store merchandising.**



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When Working together.

- 1. If a dealer representative makes an introduction to an end user on our behalf then we are committed to only seeing that end user with that dealer or by ourselves on behalf of that dealer. JSS will not visit that same end user with another Milwaukee dealer (unless that end user decides that they do not want to deal with them).**
- 2. The Milwaukee JSS will always notify the relevant dealer rep either directly after or before calling on that dealer's end user.**
- 3. The Milwaukee JSS team will always have an honest, clear and regular communication with our dealers.**

REMEMBER - GOING DIRECT TO END USERS INDEPENDANTLY ALSO KEY ACTIVITY



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What is a JSS sale?

If an end user buys Milwaukee as a result of a conversation or demonstration with a JSS, then this is a JSS sale. This activity must be logged via excel tracker or CRM.

Example..

- **JSS visits an end user and demonstrates product – end user likes product and then buys it from a dealer**
- **Subsequent purchases of Milwaukee by that same end user based on relationship between user and JSS**



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What is not a JSS sale.

Example..

- **An end user purchases product at a trade show after speaking with a JSS at that show.**
- **An end user purchases product from a dealer and then a JSS visits that end user the next day, week or month and shows the same product. JSS sales cannot be claimed retrospectively.**
- **Any sale which cannot be directly attributed to JSS activities.**

***CLAIMING SALES NOT LINKED TO ACTIVITY IS A SERIOUS DISCIPLINARY OFFENCE**



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PROCESS

How do JSS deals work?

- **JSS visits the end user and understands the opportunity. i.e. how many guys on tools, how many tools, what types of tools etc.**
- **An offer is made to the end user to match needs, in conjunction with existing dealer or proposed new dealer. Value adds may be used where necessary.**
- **The Dealer has final say on price.**
- **The JSS may elect to only provide the value add if the sale goes via a specific dealer accompanied with proof of purchase.**



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The fine print...

- **JSS sales need to be the direct result of JSS activities. If there is no evidence of relevant activities then sales can not be attributed to JSS.**
- **The JSS will provide any bonus stock free of charge to the end user after a Milwaukee purchase has been made.**
- **The amount and type of bonus stock is always at the discretion of the JSS involved in the deal.**
- **The bonus stock will go directly from TTI to the end user where possible and only after Proof of Purchase has been received by the JSS.**
- **Because each opportunity is unique, each conversion deal is also unique, however there are some general guidelines as to the scope of value of the bonus stock. Any value add must be signed off by JSS leader / Milwaukee management.**



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Proof of purchase.

- **Primary validation of activities**
- **The JSS must validate their activity by collecting proof of purchase and recording the sales in the CRM system.**
- **The proof of purchase can be either:**
 - An invoice from the dealer to the end user
 - A receipt from the end user
 - A purchase order from the end user
- ***photocopies and images will be accepted here**
- **Exceptional cases only (at discretion of JSS manager / GM)**
- **Where proof of purchase cannot be supplied via means mentioned above or business transactions cannot be shared in the form of invoices.**
 - Dealer can supply print out of the products or value supplied of Milwaukee products to a key enduser or from the enduser in the form of a month /Quarterly reports with purchases of Milwaukee products.
 - Orders of this sort greater than €5k must be signed off at GM level or above
- **For end users ordering directly through e-commerce, proof of purchase can be in the form of a copy of the order transaction.**
 - Orders of this sort greater than €5k must be signed off at GM level or above
- **Sales without proof of purchase / or validated report from the user or Milwaukee dealer will be classified as disqualified orders and not count towards JSS target unless validated by GM of the local SBU and with supporting reporting data from the enduser or dealer.**