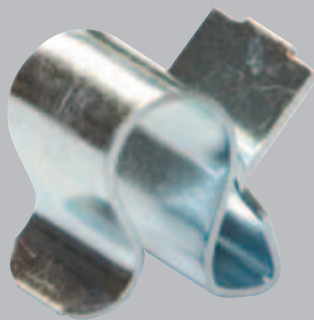




Fastener Focus

Distributor Conversion Programme

**COOPER B-Line**



Growth and Profit Kit

Objective



At Cooper B-Line, our goal is straightforward: to increase fastener sales and profits for you and for us.

In order to do this, we're introducing 'Fastener Focus' - a partnership program that, simply put, focuses on converting your business to Cooper B-Line fastener while working with you to expand your market share and profits in the marketplace.

First things first. This is a partnership - not just another fastener 'conversion' program, and by partnering with Cooper B-Line, you'll find an aggressive program that's highly focused on increasing your fastener product knowledge - and growing your fastener market share.



Focus on Service



At Cooper B-Line service is key. All our Customer Service reps don't just process your orders; they are fully trained in the fastener range and are able to offer application advice, recognise competitors part number and help you convert your customers needs into orders. Our External Cooper B-Line rep's will offer you local support to ensure your customers are getting the best advice they can on our fastener range and help you grow your sales.



Stock Profile



An important part of our fastener focus program is making sure our partners stock the right products. We could provide you with a 'one size fits all' stock list, but we're much more focused than that. When you agree to become a stocking Cooper B-Line fastener distributor, we will provide you with an analysis of the fastener product sales specific to the UK market. By combining your existing fastener sales with our knowledge of the market, you'll end up with a stock list tailored to fit your needs.

Focus on Training



The more you know - the more you sell. That's why training is a vital piece of the Fastener Focus program.

For starters, you'll be offered Cooper B-Line's Product Training Programme. This training will give you all the important facts about Cooper B-Line fastener products. Conducted by a Cooper B-Line representative, you and your team will learn how the products work, as well as how to sell our proprietary fasteners.

Sales Tools



As you'd expect, the Fastener Focus Program has a full range of support materials to satisfy any distributor needs. From a top of the line sales catalogue, to new product advantage flyers, we've got you covered.

For our Fastener Focus Partners with active counters, Cooper B-Line will provide the materials needed to keep our products in front of the customer. Put our counter catalogue display for your customers to locate and select the right product with our merchandising display. Stocked with the quickest moving products, your customer can help themselves to the everyday essentials.

Focus on Conversion



We understand that change is never a simple thing. So, to help with the logistics of converting to Cooper B-Line, we are offering our Fastener Partners a comprehensive menu of packaged promotional support.

To help you generate interest and sales of Cooper B-Line Fasteners, we offer prepackaged Distributor promotions that are guaranteed to catch your customers' interest - and generate incremental sales to grow your bottom line.

Working together we can develop a range of promotional incentives to help grow your fastener business - talk to your Cooper B-Line Rep today

Quality Products

Superior Service

Training & Tools

Focus

Equals

£'S For you!

Rest assured, we will not leave you with under performing product on your shelf. During the focused conversion program, you will have two opportunities to return slow moving stock products with no restocking fees and replace them with an order of equal size.

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