



TEAM PRO OVERVIEW

Team Pro is a purchasing opportunity offered only by Central Farm and Garden. It involves key suppliers with the mission of offering its dealers quality, reliability, support and recognition of our brands.

Team Pro products include turf, farm, forage seed and bird feed. These products are offered exclusively by Central Farm and Garden under the Home Pro, Farm Pro, Bird Pro, and All Pro labels.

To become a Team Pro dealer you must commit to supporting at least ***one*** out of the ***four*** of the Team Pro lines.

Central Farm and Garden offers its Team Pro dealers one-on-one support through training programs, product knowledge, marketing supplies, rebates, exclusive offers and annual account reviews. Central Farm and Garden's sales team will be fully engaged in assisting our Team Pro dealers in executing the details of this program.

Central Farm and Garden promotes the Team Pro program by having its brands become the central focus of its key customers. Brand recognition encourages repeat business. Central Farm and Garden and Team Pro dealers have a vested interest in each other's success.

Dealers that sign up in 2011 will be considered *Charter Members* and the membership fee will be waived.

Central Farm and Garden stands behind the integrity of the Team Pro brands, working with established and dedicated suppliers.

We all win when we work as a team...TEAM PRO.



Team PRO



Become part of Team Pro

Start your Team Pro Membership by enrolling into our annual program. Enrollment is open all year with the fiscal year being January 1st and running until December 31st. At the end of the fiscal year reviews will be conducted between the sales staff and the participating dealer. Dealers that sign up in 2011 will be considered *Charter Members* and the membership fee will be waived.

What Team Pro means to you

Team Pro brings your business four distinct brands, offering you Pro Branded quality throughout your store. In addition, it's a working "team" between your store and Central Farm and Garden with support, services, and sales exclusive to our Team Pro members.

How to qualify

Team Pro is not just a program or name, it's a commitment; a commitment on your business's part to sell and support Team Pro Brands. Central Farm and Garden commits to providing your business with the services and support to be a success in your market. One of the four Team Pro Brands must be present, promoted, and sold, for minimum purchases of \$2000 per fiscal year. In addition, your account must be in good standing; balance due and days to pay kept to terms.



Team PRO



Why make the commitment

Rebates

- Fiscal year being January 1, 2011-December 31, 2011
- All qualifying purchases totaling \$2000 or more annually (Home Pro, Farm Pro, Bird Pro, All Pro sku's) will receive a 1% rebate at the end of the fiscal year based on purchasing dollars, provided the account status is current.

Marketing

- Catalogs, flyers, pamphlets, and point-of-purchase materials will all be available
- Web-site exposure and being recognized on our website's dealer-locator
- Central Farm and Garden will continue to investigate regional advertising opportunities
- Email specials
- Market reports
- Central Farm and Garden will provide promos exclusively for our Team Pro dealers

Training & Support

- Trained specialist to assist your store in staff training
- Support with an open house event or seminar
- Marketing tips, layout advice, and promotions specific to your business

All this plus...

Upon the closing of each annual cycle your progress will be reviewed to see how much growth your business has made and analyze a plan for the next year. Recognition will go to the companies with the most success in the Pro Brand lines. In addition, a Team Pro Members Only meeting will take place annually to collaborate with colleagues for continuing Team Pro ideas. We look at this as your program. Central Farm and Garden will be committed to incorporating participating dealers' input for improvement.



TEAM PRO MEMBER ACKNOWLEDGEMENT

Company Name: _____

Contact: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Branches: _____

Phone: _____ Fax: _____

Web site: _____ Tax ID #: _____

TEAM PRO PRODUCTS you will be stocking:

- HOME PRO
- FARM PRO
- BIRD PRO
- ALL PRO

This document represents the commitment, participation and unified effort between Central Farm and Garden and the TEAM PRO dealer to support, develop and promote the TEAM PRO brands offered by Central Farm and Garden.

In acknowledgment of this commitment the dealer will become a TEAM PRO MEMBER and will receive TEAM PRO benefits given the dealer complies with the guidelines, both of which are stated on page two of this packet.

TEAM PRO 2011 annual fee _____ WAIVED _____

SIGNATURE OF DEALER

DATE

SIGNATURE OF CFG REP

DATE