



**PROMOTION OBJECTIVE:**

Achieve a 5% increase (or more) in case sales over the same time last year for participating suppliers through increased focus, new Customers and new placements.

**PROMOTION DATES:**

February 1 – March 26, 2021 (8 weeks)

**PROMOTION FORMAT:**

- You will be assigned a promotion **Budget** goal (based on participating suppliers, all items stocked, cases sold during the same time frame last year, plus sales budget increase)
- Your **Baseline** (based on participating suppliers, all items stocked, cases sold during the same time frame last year) must be reached in order to receive full payout. For those not reaching their **Baseline**, the payout will be adjusted accordingly based on a sliding scale.
- Supplier work-with's are required (minimum of 8 must be completed).
- **Additional Incentives**
  - ✓ *New Customers*
    - **Before Promotion Starts = \$150; After Promotion Starts = \$100**
  - ✓ *Chem/Bev Dish Machine Install*
    - **Before Promotion Starts = \$100; After Promotion Starts = \$75**
  - ✓ *Chem/Bev Coffee Equipment Install*
    - **Before Promotion Starts = \$100; After Promotion Starts = \$75**
  - ✓ *Largest Increase in Cases over Actual Baseline (must hit budget to qualify)*
    - **Before Promotion Starts = \$200; After Promotion Starts = \$100**
  - ✓ *Most Participating Suppliers Increased*
    - **Before Promotion Starts = \$150; After Promotion Starts = \$50**

*Note: New Customer is defined as a Customer who has not purchased from IFD in the last year (2020) and has placed a minimum of three (3) orders at or above \$500 per invoice during the promotion period.*

*Note: Incentive monies paid out prior to start of promotion are subject to repayment (subtracted from total earnings at the end of the promotion) if committed achievements are not met.*

**MARKETING SUPPORT:**

- ✘ A list of featured suppliers and items will be provided
- ✘ Flyers will be distributed every two weeks featuring promotion items
- ✘ Weekly baseline updates will be provided

**THE DETAILS.....**

If the whole promotion goal is achieved, payout will be determined by a “Roll-Off” event to be held at a later date. Your rolls of the dice will be turned into dollars.

DSR Name \_\_\_\_\_ Budget \_\_\_\_\_ Baseline \_\_\_\_\_