New Painter "friend" discount program for retail customers wanting to use a Painters discount.

Many Reasons we need to make this change

- We need to protect the pricing that we provide to painters. Many painters will mark
 up the price they charge their customers for paint they purchased, and if we give the
 customer their price it could in the future diminish the trust between the painter and
 customer.
- 2. Most of the time the painter has no clue and probably would not approve of someone using their account pricing.
- 3. We need to put sales history to the customer for their benefit. If the purchase is on the painters account we many times have trouble locating it.
- 4. In order to understand how much of our business is really retail we need this program. This will help us determine where to spend marketing efforts in the future.
- 5. We spend considerably more time per gallon for a retail transaction than we do a wholesale transaction and thus should be billing at a rate that values that.
- 6. It makes sure we get every customer into the CC program, capturing their purchase and color history and email address for future marketing initiatives.

What to do when a customer comes in requesting to use a specific painters account in order to receive a discount.

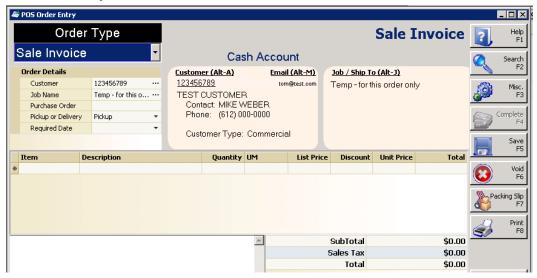
We need to make sure that we <u>do not</u> tell the customer "no we will not give you that painter's discount"

Instead this needs to be communicated that we will be extending them Painting Contractor pricing on a permanent basis to their own Color Club account or new CC account if they don't have one. If they ask if it is the same as a specific painters pricing, we need to let them know that we can not give out that information, but assure them that they are receiving a great discount permanently.

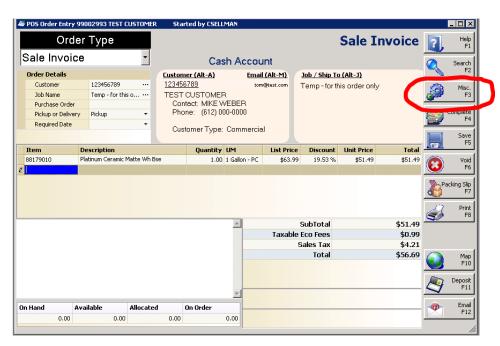
How it will work

Associate will add customer one time to a discount card type. This will permanently give them the Painting Contractor discount.

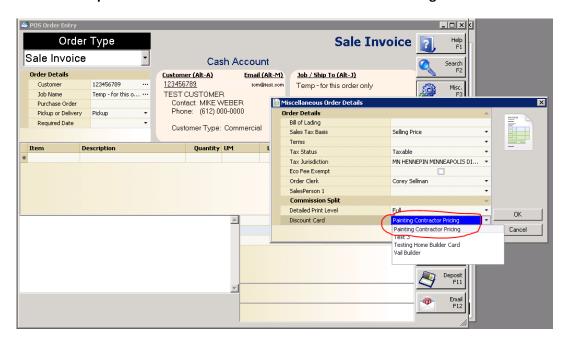
1. Bring up the customers Color Club account. If they do not have a CC account they will need to start one in order to receive this discount



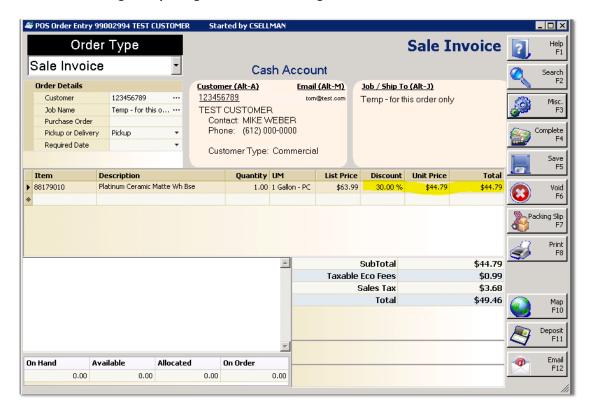
2. Click the Misc. F3 button on the right hand side



3. Click the drop down arrow under Discount Card and choose Painting Contractor discount



4. This will change the pricing to the new Painting Contractor discount



We will be discounting HPM, BM, Deck stains, and a high percentage of sundries to start. This should cover about 90%+ of retail sales.

Every employee needs to strictly follow the procedure listed

<u>above</u>. The only time that a non-account holder should be using an account is if the painter calls in advance and orders the paint for the customer to pick up.