



WORKING with Dot: A guide for manufacturer sales representatives

The information below is designed to give a manufacturer sales representative an understanding of how Dot Foods operates.

WHAT is Dot Foods?

Dot Foods is a nationwide food redistributor. We warehouse food products from several hundred manufacturers. We consolidate those products and deliver to distributors throughout the country on a weekly basis. All this is done by Dot employees with our own fleet of tractors and trailers. We have distribution centers in Mt. Sterling, IL; Modesto, CA; Vidalia, GA; Lemont, IL; Cambridge City, IN; Williamsport, MD; Liverpool, NY; Ardmore, OK; and soon to be Burley, ID.

WHY use Dot Foods as your redistributor?

- Dot offers you the opportunity to have weekly service in all 50 states to over 3,300 food distributors, greatly increasing your potential customer base.
- Dot takes over complete control of the less-than-truckload (LTL) distribution process. This is our expertise and by taking over these functions we can decrease your company's costs associated with these activities, allowing you to grow your LTL business more profitably.
- Dot frees time for you to concentrate on activities that sell more products.
- Essentially, you are incorporating Dot to be an extension of your business.

HOW Can Dot Foods help me...

GET new business?

- With no individual product line minimums, placing new items at a distributor is made easier. Distributors can add as little as one case of your new item to their next Dot order. Think of all the distributors you are not yet reaching because they can't meet the minimum ordering direct.
- Almost half of the 3,300+ food distributors we sell are \$10 million or less. This category of distributors seeks to buy new items through Dot without regard to minimum order quantities.
- We have a sales team evaluating opportunities at the distributor level. Interest in your category is channeled back to you.
- The Dot District Sales Manager (DSM) is the outside sales contact you will work with most. Use the Dot DSM in your area to gain knowledge and insight regarding distributors in your area. We will provide information so you can contact the appropriate DSM(s).
- Dot has the best sample process in the food industry. A customer can request a sample of your product, and we can ship it on their next order. Fast and easy!
- Making Dot an active part of your plan and strategy will allow you to sell distributors you have never sold before.

HELP with existing business?

- Distributors improve Return on Investment/Profit with your line through Dot. Your line becomes more valuable to them than it was before.
- No minimums and weekly delivery (versus less frequent orders direct) improve service and frees valuable space. It's an opportunity for you to sell them more of your items!
- Dot handles the ordering and distribution process, which gives you more time to sell!
- Dot provides order and price confirmations.
- Dot manages credits and deductions.
- Dot can process orders by phone, fax, EDI, or via the Internet.
- The Dot program provides the best service in foodservice. We normally can take care of any mistakes in a much shorter time frame than any supplier can.

Sounds Good....but I have a lot of questions!

WHAT is the price of my product through Dot?

Dot offers the customer four weight brackets. Their delivered price depends upon their total order weight.

WHICH of my items are available through Dot?

We will offer the entire product line. Although we will inventory items based on volume, we will bring in any item you have on your price list for any food distributor.

STOCK: Items we maintain in inventory, where total monthly demand for all distributors is equal to or greater than one pallet.

SPECIAL ORDER: Items we require added lead-time from the distributor because we do not stock. We need time to order it from you and move it through our system to the distributor.

WHERE can I get a price list of my products?

When you sign up for our ecommerce site, The Dot Expressway®, you can access detailed information (including price lists) of product lines.

WHO does my customer place their order with?

Current Dot distributors can place an order with their Inside Sales Representative (ISR) for your products the day you make a sale. Delivery will depend on stock status and quantity.

- You make a sale with an operator or distributor.
- Distributor places order with Dot.
- Stock item gets delivered with their next order. Large volume item may need additional time for first order.
- Special order items will be delivered on future delivery based on lead-time required.

New distributors to Dot require Dot sales participation. When you cannot sell a distributor direct or they are hesitant to buy direct because of any other reason, contact your Dot DSM to review the opportunity for us to service the distributor.

- Dot will evaluate ability to service based on credit and loading dock facility.
- Dot will evaluate ability to order our minimum of 5,000 pounds. This is an overall minimum of all products we offer. There are no individual product line minimums. We also have 1,000-pound temperature minimums on dry, frozen and refrigerated.
- Plan the first order and delivery to that distributor and capture new business for both of us.

If you make a sale with an operator and know which distributor will service that customer, you can ask that distributor when they will place next order with Dot.

HOW DO I KNOW THEY ORDERED?

It is important to stay on top of your business, and you can get sales reporting on our ecommerce site, the Dot Expressway. It's convenient and online, so you have access 24/7. For truly seamless integration, we suggest using EDI options so Dot can send you efficient sales history information. Please contact your marketing manager to find out how best to track distributor sales.

WHAT about distributor buying/marketing groups?

The table below indicates the groups we currently sell:

FS Group	Corporate	DFID	E & S Groups
All Kitchens/Pro Group	Clark	All Star Dairy	ABC
Bellissimo	FSA	Allied Purchasing	EDI
Federated	Sysco	BDA	NESA
Frosty Acres	USFS	Dixie Dairy	NISSCO
Golbon	PFG	Master Dairies	Pride
IMA		Quality Check'd	SEFA
Pleezing/Pro Group		SECO (<i>E&S</i>)	
Pocahontas/ Pro Group			
Select Mktg.			
Unipro			
WAM			

Dot can also offer your private labels.

WHAT about new items?

If your company introduces new items, we want to make these available the same time you do. Don't assume that we have a new item already set up and stocked. We may stock new items based on your new business assumptions, but give us the details on who should have been made aware of a new item.

WHAT is the lead-time and when will the product show up?

Dot makes weekly deliveries nationwide, which will either be Monday/Tuesday or Thursday/Friday. We can provide a map that outlines this information. Thursday at noon is the cutoff for the Monday/Tuesday delivery and Monday or Tuesday at noon (depending on region) is the cutoff for Thursday/Friday delivery.

WHO is my sales team?

Your Dot sales team is made up of a Regional Sales Manager, District Sales Manager and an Inside Sales Representative. They will help you achieve sales and answer your questions. It is essential that you know your Dot DSM and feel free to call with anything you need. As you get to know us better as an extension of your company's business, you will get a feel for when to call an ISR (order and item specific issues that they know first hand) and when to call a DSM. Remember that you can contact us by phone, email or voice mail. Don't hesitate!

DO I have to use Dot?

No...it is an option, but if you do not use Dot, your customers lose:

- New distribution made easy with no minimum order requirements.
- Short lead-time.
- Consolidated shipments and billing.
- Increased inventory turns on your product.
- Improved Return on Investment.

- The ease that distributors can respond to operator peaks and valleys for improved service levels.

And you lose:

- A competitive advantage by not having the competitive advantages that Dot provides, it will be easier for competitors to capture some of your existing business.
- You will not have the Dot Inside and Outside Sales Reps selling for you!
- You will have to continue to handle all the administrative, transportation, and service issues yourself.
- 3,300+ distributors waiting to carry your products.

Thank you for taking the time to learn about Dot Foods!