



Dot Distributor Development Program

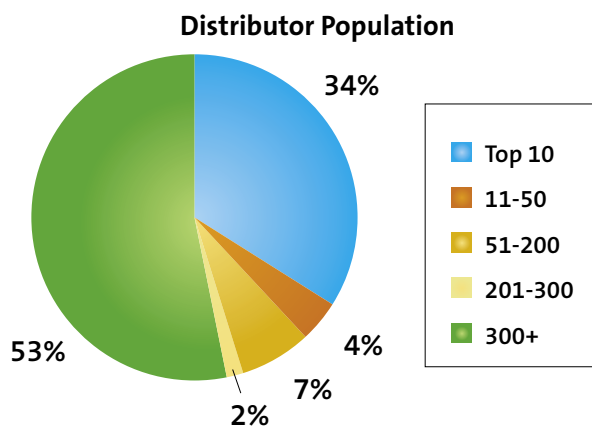
Cost-effective brand building that targets small-volume distributors

The problem:

Reaching Small-Volume Distributors

Do you have Dot Foods distributor customers that neither your direct reps nor brokers can afford to call on to grow your brands and programs? What about underserved markets like foodservice and convenience store? At Dot Foods, we have spent 47 years building our business by serving this type of small-volume customer.

We understand that it is difficult for manufacturers like you to protect and promote your brand to these customers. But in the foodservice segment alone, this group of customers represents up to 20% of sales...they are too important to neglect!



We've found that when provided with information on your new products and promotions, small-volume distributors can become some of your most loyal customers...and offer you consistent growth.

The solution:

The Dot Distributor Development Program

We have designed our Distributor Development program to provide our mutual small volume customers with information on your new items and promotions, plus sales tips and tools to help them grow.

Our program helps you:

- Reverse negative sales growth
- Sell a key group of under-penetrated customers with the highest margin potential
- Grow sales of your most profitable branded products
- Complement the efforts of your broker network

Personal selling, sample fulfillment and more

The Dot Distributor Development Program includes:

- Personal selling – via phone and Internet -- by Dot's professional sales force
- Sample and POS fulfillment
- Detailed, electronic call activity reporting
- NPL Tool Kit (optional) -- 7 marketing tools to help you launch new products

Getting started is easy.

Setting up your Distributor Development program with Dot is quick and easy.



There are just 3 simple steps:

1. Specify target distributors.

You work with us to develop the list of Dot Foods served distributors to target, typically those who buy less than \$100,000 from you annually. We'll help you design a sales and marketing action plan each month or quarter that is customized for these distributors. We do not include distributors served by you directly or through other redistribution.

2. Set up a Dot territory.

You set up these distributors as a separate "internal" territory in your system. This allows you to verify their complete sales history each month on all purchases through Dot. To qualify, the territory must generate a minimum annual gross of \$5 million for you. A typical territory has 400-600 distributors. We contact the distributors in this territory on any interval that meets your needs.

3. Train your dedicated Dot sales rep.

You train a dedicated Dot sales specialist, who becomes an extension of your sales force or broker network. This sales person is one of Dot's new District Sales Managers in training. We dedicate one of them to your territory for 12-18 months. These sales specialists work in our St. Louis office, the headquarters of our outside sales and sales management teams. They are supervised by our trainers and your Dot Foods Marketing Manager.

Measureable results *Reaching Small-Volume Distributors*

We provide you with detailed monthly reporting on all Dot Distributor Development program interactions. You work with us to design a follow-up process to keep your management and brokers informed. We charge you a small percentage of sales, plus incentives for hitting growth targets (see example below). Your brokers remain in place with no change in their commission structure...and they continue to receive full credit on all Dot sales.

Example: \$5 million territory with 400 distributors

Cost/Benefit Analysis (versus negative 5% Growth)

Growth % in the Territory	Commission to Dot	Rate of Commission	Sales Growth Dollars
Flat	\$75,000	1.5% rate	\$250,000
10% growth	\$93,500	1.7% rate	\$750,000
15% growth	\$109,250	1.9% rate	\$1,000,000



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The Dot Distributor Development program has a 4-year record of success. Let us show you how to increase profits and sales to small-volume distributors. For more information, please contact your Dot Foods Marketing Manager.