



SUBJECT: 2012 Continuity Programs

DATE: February 1, 2012

☐ SALES ☐ ADMINISTRATION ☐ PROCEDURE ☐ PROMOTION ☐ PRODUCT

2012 CONTINUITY PROGRAMS

A great continuity program that keeps your customers coming back for more. . . month after month after month! This program offers you the flexibility of selling any product line you desire and having great promotional items to offer your customers.

Each month you can have your customers anxiously waiting for you to come by and deliver their next Knife, Tool or Diecast Car!

Don't fail to use this program – it works and will make money for you!

***NOT VALID FOR GSA ACCOUNTS**

February 2012 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

1. Promotions will run from January 1st, 2012 through February 29th, 2012.
2. All product groups can be used to qualify for awards. All items used to qualify for an award should be sold at 15% or higher commission levels.
3. Service orders for awards must be received by February 10th, 2012 to ensure delivery.
4. The costs are as follows: **COMMERCIAL ACCOUNTS ONLY**

| P/N | ITEM COST | AGENT AIF PRICE | LIST SALES | MINIMUM RECOMMENDED |
|---------------|--|-----------------------------|---------------|-----------------------------|
| 162918 | Snap-On 37 Piece General Service Set - Continuity | \$128.40 \$21.40 per mo. | \$169.55 | \$2140.00 355.00 per mo. |
| 162916S-XXXXL | Navy Blue Long Sleeve Polo Shirt - Customer Promo | \$28.50 | \$67.99 | \$475.00 |
| 162919 | Dog Tag Flash Drive - Customer Promo | \$9.35 | \$19.95 | \$160.00 |
| 167648 | Auto Cup Organizer - Giveaway | \$3.70 | — | — |