



**SUBJECT:** 2012 Continuity Programs

**DATE:** June 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**

### June 2012 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

1. The continuity promo will run from June 1<sup>st</sup> through June 29<sup>th</sup>, 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. For the Hi-Vis Vests, orders received by June 15<sup>th</sup> will ship the week of July 2<sup>nd</sup>. Orders received by July 13<sup>th</sup> will ship the week of July 30<sup>th</sup> (see pre-order form).
4. The costs are as follows:

P/N	ITEM	COST	AGENT AIF PRICE	LIST	MINIMUM RECOMMENDED SALES
162918	Snap-On 37 Piece General Service Set - <i>Continuity</i>		\$128.40 \$21.40 per mo.	\$169.55	\$2140.00 355.00 per mo.
167654	Beach Mat - <i>Giveaway</i>		\$5.65	–	–

#### Branded Agent Products

167651	CIC Hard Hat		\$6.30	–	–
167653S/M 167653L/XL 167653XXL/XXXL	CIC Hi-Visibility Vest		\$4.40	–	–
167652	CIC Logo Magnets (Pair)		\$42.00	–	–

#### Continuing Promos

162922S-162922XXXXL	CIC NIKE Golf S/S Polo Shirt - <i>Customer Promo</i>	\$45.50	\$72.99	\$760.00
162921S-162921XXXXL	CIC Bananna S/S Polo Shirt - <i>Customer Promo</i>	\$20.40	\$39.99	\$340.00
167649	Eyeglasses/Sunglasses Retainer Strap - <i>Giveaway</i>	\$1.00	–	–
167648	Auto Cup Organizer - <i>Giveaway</i>	\$3.70	–	–

**COMMERCIAL ACCOUNTS ONLY / PROGRAM VOID WHERE PROHIBITED BY LAW OR POLICY**