



SUBJECT: 2014 Continuity Programs

DATE: January 1, 2014

☐ SALES ☐ ADMINISTRATION ☐ PROCEDURE ☐ PROMOTION ☐ PRODUCT

2014 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 piece of clothing, 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**

January/February 2014 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

1. Customer Promos: Clothing Program is valid throughout all of 2014 / Continuity Knife Set runs for 6 mo. The Fleece Blanket is available until March 2014, Giveaways can be ordred at any time.
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. **Order Clothing through CROSS or use the order form.** *Send to Denise McKenna.*
4. The costs are as follows:

P/N	ITEMS	MINIMUM AGENT AIF COST	LIST PRICE	RECOMMENDED SALES
Clothing				
162944 + Color + Size	Polo Shirt, Men's (6 color choices)	\$20.40	\$39.99	\$340.00
162945 + Color + Size	Polo Shirt, Women's (6 color choices)	\$20.40	\$39.99	\$340.00
162951 + Color + Size	Sport Polo Shirt, Men's (2 color choices)	\$30.00	\$49.99	\$500.00
162952 + Color + Size	Sport Polo Shirt, Women's (2 color choices)	\$30.00	\$49.99	\$500.00
162947 + Color + Size	L/S Oxford Shirt, Men's (2 color choices)	\$22.50	\$45.99	\$375.00
162948 + Color + Size	L/S Oxford Shirt, Women's (2 color choices)	\$22.50	\$45.99	\$375.00
162946 + BLK + Size	Women's Black Cardigan Sweater	\$28.80	\$45.99	\$480.00
162950 + NVY + Size	Men's Navy Blue Fleece Vest	\$23.70	\$45.99	\$395.00
162949 + BLK + Size	Lightweight Jacket, Unisex	\$30.00	\$59.99	\$500.00
162953 + BURG + Size	Heavyweight Jacket, Unisex	\$41.00	\$79.99	\$685.00
Customer Promo and Continuity Knife Set				
162937	Fleece Blanket	\$16.80	\$39.99	\$280.00
162938	50 th Anniversary Wood Knife Box (For January)	\$29.00	\$50.00	\$475.00
162939	3" Executive Lock Back Knife (For February)	\$29.00	\$69.99	\$475.00
Giveaways				
167666	Microfiber Wipe	\$2.00	—	—
167667	Gel Ice Pack	\$3.00	—	—

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