

EAGLEROCK

sales & marketing

58 Riverside CL SE Calgary, AB T2C 3L4 phone: 403-269-7056 fax: 403-217-2090 email: sales@eaglerocksales.com

Contractors have more disposal income than they've had in years. They're buying the best tools they can find. 50 to 100 points on tools is common.

The Canadian and US dollars are at par. There's a huge downturn in the US building industry and US tool manufacturers are hungry.

Are you taking full advantage of this opportunity?

You've traditionally faced several barriers to tool sales and in particular bringing in US manufactured product; different currencies and the rate of exchange, brokerage and duty, cost of freight and lengthy delivery times. If you do go ahead and make the investment... who does the product knowledge training? Who helps with the pull through? Who explains to your customer that replacement parts are 2 – 6 weeks away? It has been a real challenge to stock a comprehensive line of industry specific tools - until now.

The Eaglerock Sales & Marketing Tool Concierge Service™

To make it as easy as possible for our dealers and our manufacturers to come together we created a Tool Concierge Service™. Canadian dealers may now place one purchase order with Eaglerock Sales & Marketing for all the tools our manufacturers provide and **have that product delivered in 1-4 days.**

Barriers Overcome

Currencies – You probably don't have a US dollar account. Paying bills in US funds is a major hassle. We bill our dealers in Canadian funds removing the hassle.

Currency Exchange – With the Canadian and US dollars near or at par the affordability barrier is down.

Brokerage and Duty – Traditionally US manufacturers have put this cost on to the dealers making their products a hassle to deal with and much less attractive. By placing product into our Calgary warehouse we've overcome the barrier.

Cost of Freight – Traditionally Canadian dealers have had to put together significant orders with US manufacturers to realize a reasonable cost of freight – a huge barrier for most. Now dealers are able to pick a little product from each manufacturer to build an order removing the barrier.

Lengthy delivery times – Just in time inventory is now available to Canadian dealers as your supply is now only 1 - 4 days away rather than 1 - X weeks away making our products much more attractive.

Product Knowledge – We work with our dealers' teams to bring them up to speed on the tools they buy from us. We provide point of sale literature and support materials. Our manufacturers all provide technical support for the most detailed contractor issues.

Pull Through – Eaglerock Sales & Marketings' Tool Concierge Service™ includes optional marketing support; from job site sales calls with your representatives to custom marketing literature. We help your team sell.

Replacement Parts – Our manufacturers have placed a supply of replacement parts in our Calgary warehouse so now you can look after your customers' needs quickly and be a hero.

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Win, Win

As you can see, the Tool Concierge Service™ responds to all of the challenges you've faced sourcing US product. And beyond that, it provides you a source for just in time inventory, single source purchasing and backup with repair and replacement parts. And there's no markup for the service. You win with fast access to high margin products, product knowledge and technical support and optional marketing programs for pull through.

And best of all

You don't have to bring in a whack of product from any one of our manufacturers so you can keep your inventory investment low. And because you can combine your order across a number of manufacturers you can offer a much broader range of North American made tools capitalizing on the strong demand from your contractors. After all, they're buying their tools from someone. Give them more to choose from and it will be you.

How the Tool Concierge Service™ works.

Inventory Control

Our manufacturers have inventory in Calgary.

You give us one PO for any combination of manufacturers' product – no minimums.

Your tools will be delivered within 1 - 4 business days, just in time inventory.

The warehouse is only 5 minutes from our office so we are easily able to stay on top of any issues.

Billing

To ease your paperwork you have one vendor and one payable, Eaglerock Sales & Marketing.

IMPORTANT: We are not distributors. We are not profiting on your purchase from us. We make our money on the commissions paid to us by our manufacturing clients.

Eaglerock Sales & Marketing's Tool Concierge Service™

Simple 2 Step Access to just in time tool inventory.

- 1) Place an order with us from any combination of our manufacturing clients
- 2) Receive your product in 1-4 days.

Tool purchasing, inventory control, and sales is just that easy with Eaglerock Sales & Marketing.

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Frequently Asked Questions.

What is the buy-in cost to participate in the Tool Concierge Service™?

There is no buy-in cost. Dealers can order net 30 o.a.c. f.o.b. Calgary warehouse.

How about freight costs, does Eaglerock cover the freight or do we?

Our manufacturers cover the cost of transportation to the warehouse. You are responsible for the nominal cost of freight from the warehouse.

One of the great strengths of the Tool Concierge Service™ is your ability to take a little bit of whatever you like from each manufacturer thereby splitting the cost of freight across the order.

How do you handle the cost of currency exchange?

Canadian banks charge 2 ½ to 3% to sell American money. To set our Canadian dealer pricing, we mark up the US tool prices 3% to cover the bank charges. We do not charge any fees for administration.

What happens to our pricing when the cost of the US dollar changes?

If the US dollar strengthens we will approach our US manufacturers in an effort to have them absorb some of the difference. At some point your pricing will be adjusted appropriately. In this market it may even be reduced.

How much do you charge for marketing support under the Tool Concierge Service™?

Marketing support programs in the form of custom flyer art, ad mats, and catalogues are evaluated on a per program basis.

How much do you charge for product knowledge training under the Tool Concierge Service™?

Product knowledge training for staff is conducted at no charge. If your customers are interested in product knowledge training for their people we charge \$60/hour travel time included.

How much do you charge for job site demonstrations under the Tool Concierge Service™?

There is no charge for job site demonstration within Calgary city limits. Travel expenses are charged for out of city demonstrations. From time to time we have technical experts from our manufacturers visit. We'll work with you to get the experts in front of your people and in front of your customers.