

# EAGLEROCK

## sales & marketing

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

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### **The Canadian building market is one of the hottest markets in North America. Are you taking full advantage of it?**

US manufacturers have traditionally faced several barriers to selling their products in Canada; travel expenses related to sales and training, different currencies, brokerage and duty, cost of freight and lengthy delivery times. It is a challenge to break into the market and an even greater one to maintain and grow - 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**

**Travel expenses related to sales and training** – are no longer a barrier to doing business in Canada as we present your products to prospective customers in the territory and coordinate product knowledge for participating dealers

**Currencies** – Canadian dealers typically do not have US dollar accounts and find paying bills in US funds a major hassle. We bill them in Canadian funds removing the barrier. We pay in US funds.

**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 you 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 their supply is now only 1 - 4 days away rather than 1 - X weeks away making your products much more attractive.

### **Win, Win**

Individually our US manufacturers now become very competitive in the Canadian market. But most importantly there is a synergy created in coming together as part of the Tool Concierge Service™. Manufacturers take turns opening the door for each other – one dealer will be very interested in a particular product but can't warrant ordering it in on its own. Well then, along come two or three products from other manufacturers that the dealer is also somewhat interested in and now the dealer can justify an order... we're off to the races.

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## **How the Tool Concierge Service™ works.**

### **Inventory Control**

In consultation with us, you place a reasonable amount of inventory in the Calgary independent bonded warehouse, MTE Logistix Calgary Inc. We manage the warehousing for you.

You have access to real time online inventory reports.

We'll work together to review minimum and maximum inventory levels on a regular basis based on sales reviews and forecasts we'll provide.

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 we issue you an Eaglerock Sales & Marketing purchase order each Friday for the stock sold that week. You in turn issue us an invoice.

We invoice you monthly for warehousing fees.

We are responsible for Dealer Accounts Receivable.

**IMPORTANT:** We are not distributors. We are not profiting on the resale or warehousing of your product. We make our money on the commissions you pay us.

## **Eaglerock Sales & Marketing's Tool Concierge Service™**

### **Simple 2 Step Access to the Hot Canadian Market**

- 1) Place product in our independent bonded warehouse
- 2) Cut one invoice a week to Eaglerock Sales & Marketing for product sold

The Canadian market is as easy as that.

*Michael Maguire*

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**Eaglerock Sales & Marketing**  
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p.s. for marketing material and website design ask us about our associate partner Brandon Hunter of Constructaid

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### Frequently Asked Questions.

Have you estimated what percentage of our current customers would be on this program?

I don't know what percentage of your current customers will be on the program. Certainly everyone we deal with will have the opportunity. As this moves forward and you receive orders from customers you think would benefit from this program you can let them know about it. I can send you a pdf copy of the dealers' version of the service and our linecard so you can forward it to them.

How do I plan to roll the Service out?

I'm delivering dealer versions of the service to all of our customers and prospects. I anticipate that most will be consciously aware of it by the end of the year (some folks take longer to wake up than others).

Will your monthly reporting include the customer detail (i.e. location, order quantities, price, etc)?

That's the million dollar question. Yes.

Will GST be handled as it is now?

You'll only have to pay GST on the brokerage. You will be placing product in your own warehouse so there won't be a GST charge on the value of the shipment. Of course, you'll have to continue to collect GST on any direct sales you make outside of this service and you'll charge us GST on our purchases. But we'll be responsible for the collection of GST from our customers.

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

You will cover the cost of transportation to the warehouse. Our customers will be responsible for the cost of freight from the warehouse.

What are the warehousing fees?

\$150 one time set up fee.

\$250 flat rate per month for storage of up to 20 standard 4 x 4 skids.

\$3.25 per sku shipping charge (combined receiving and forwarding)

- For the purposes of this charge, skus are considered to be ordering units. So for example, if your product is sold 6 at a time and are packaged as 6s then your cost per unit would be 6/\$3.25.