



# HIGH BAR BRANDS

## THE HIGH BAR BRANDS PARTNERSHIP PROMISE

LEVERAGING THE HIGH BAR BRANDS ADVANTAGE FOR MUTUAL SUCCESS!

### OUR PROMISE TO YOU:

- Tested & Tortured products
  - Tested to save the customer time and/or money, and Tortured to ensure they'll last longer than the competition. That means less hassle for distributors and end users.
- Products come with the best warranty in the industry
- In-person brand and product training
- Online training via the "High Bar University" e-mail module
- National Print and Digital Ad Campaign
- Participate in regional truck shows across North America
  - Provide interested customers with maps, names, and phone numbers to preferred stocking distributors
- Sponsorships to create brand and industry awareness
- Automated email campaigns to end users and fleets to help drive awareness and sales through distribution
- Strong social media presence with over 3 million impressions per month via Facebook, Instagram, Twitter, LinkedIn & YouTube
- Interactive website tools
  - [www.minimizer.com](http://www.minimizer.com), [www.premier-mfg.com](http://www.premier-mfg.com) & [www.vikingmudflaps.com](http://www.vikingmudflaps.com)
  - [www.highbarbrands.com/training](http://www.highbarbrands.com/training) provides training resource needs for all 3 brands
- Stocking distributors also receive:
  - Free freight on qualifying stock orders
  - Free POP fender display provided with initial qualifying fender stock order
  - Free catalogs, product flyers, and additional POP merchandise such as product displays, banners, x-frames, 3D posters and counter mats
  - Free customized and co-branded sales literature
  - Free verified leads
  - Free interactive co-branded TV kiosk
  - Easy to use online POP reordering site - [www.highbarbrands.com/pop](http://www.highbarbrands.com/pop)
- Dedicated Minimizer, Premier Mfg. & Viking Mud Flaps Territory Manager – not a Manufacturer's Representative.
  - Dedicated in-house Customer Service Representative
  - Dedicated team of Inside Sales Associates to drive leads to your parts team members

### DISTRIBUTOR EXPECTATIONS:

- We do ask that you encourage and support your staff to take full advantage of the valuable face-to-face and "High Bar U" training that is provided. In other words, allow us to train your team how to sell Minimizer & Premier Mfg.
- Allow your Territory Manager to do ride-alongs with your outside sales personnel – calling on fleets and customers.
- Allow your Territory Manager to advertise and display Minimizer, Premier Mfg. & Viking Mud Flap branded products in your showroom using our industry leading POP display materials.
- Work with our marketing department to provide you with customized sales literature.
- As a preferred stocking distributor, you agree to promote, sell and stock Minimizer's, Premier's & Viking's FULL PRODUCT LINES over and above competing products.
- In order to qualify for the preferred distributor pricing (and the additional benefits that accompany being a Minimizer, Premier Mfg. & Viking Mud Flaps preferred distributor) there is an annual sales requirement of \$50,000 for your primary location and \$10,000 per additional location.