



Task List – Updated 01/19/10
(Items in blue require follow up by the listed date)

1/19/10 – **NEW FEATURE SHEET** for Sioux Chief Brass Ball Valves for CPVC & Pro-Press Fittings. [CLICK HERE](#)- To Download CPVC Ball Valve Feature Sheet [CLICK HERE](#)- to download feature sheet for Pro-Press ball valves.

1/19/10 – **SPIFF OFFER FOR COUNTER PEOPLE ON NEW OX BOX.**– [CLICK HERE](#)- for \$1 Spiff offer for Washing Machine Box & \$.50 for Icemaker.

1/9/10- **JANUARY LIST PRICE ADDENDUM** – Please visit with all of your Sioux Chief customers to inform them of the January List Price addendum This addendum was emailed to everyone on January 3, 2010. Anyone who tells you they did not receive this email, please be sure to forward me their email address so I can add them to the Sioux Chief Pricing Distribution Group.

[-CLICK HERE](#) for the **January List Price Addendum.** Remember, the only items affected are those in the supply category (those items made of copper). Ox Box pricing was not affected.

1/9/10- **OX BOX RE-LAUNCH** - As you know, Sioux Chief has redesigned the Ox Box valve to make it stronger, able to withstand higher test pressures, and it is now chrome plated. As part of the relaunch, we want to make sure customers have total confidence in the new valve. Here are some resources to help you with the Ox Box relaunch:

[-CLICK HERE](#) for the **Contractors Handout that details the features and benefits of the improved valve.**

[-CLICK HERE](#) for the **Wholesaler promotion. Salespeople who Sell 5 Cases get a FREE Golf Shirt.** Please use this promotion to enlist the help of your Wholesales salespeople in the re-introduction of the Ox Box. Make sure they have samples and know all of the features and benefits of the Ox Box including how well it prices against the competition.

[-CLICK HERE](#) for the **ORIGINAL OX BOX FEATURES and benefits brochure.** This is the Flip chart that details all of the benefits of Ox Box. If you need a new laminated copy of this, please email me.

- There is now a \$100 guarantee on every Ox Box. In addition to the normal Lifetime Sioux Chief warranty, if a contractor gets a new Ox Box valve that leaks, Sioux Chief will pay them \$100. This is not a written policy for distribution. This is something for us to talk about and use on an as-needed basis.

- For the handful of contractors that had a problem with the old valve, we will offer them a \$500 list price credit to use the Ox Box on their next job. I have asked Sioux Chief to write a letter detailing this offer to each of the affected contractors and Sioux Chief will be providing us with this letter.

1/9/10- NEW DOUBLE DUTY TEST PLUG. We have begun the introduction of the new Double Duty test plug. How is this new product introduction going? Remember, the main goal with the Double Duty test plug is to sell our 821 series shower drains! Not to sell test plugs. Make sure that when you are showing off the Double Duty, you are also revisiting the features and benefits of the 821 shower drain and are also talking about why our shower drains are better than the competitions.

Remember, Double Duty, like all new Sioux Chief products, comes with an introductory Full Freight Allowance on even 1 case of product. In addition, everything else on that P.O.# rides along Full Freight too. It is super easy to get an order for a case of Double Duty's from any Wholesaler or Contractor using the FFA tool.

[-CLICK HERE](#) for the Double Duty introduction instructions.

[-CLICK HERE](#) for the "Features and Benefits" guide to our 821 Shower Drains. This compares our 821 to the OATEY 42213. It clearly shows why ours is better.

Please e-mail me a list of which wholesalers and contractors that you know have ordered the new Double Duty Test Plug. I need this information by 01/31/10. If they are a target customer, and have not ordered, please tell me why not.

1/9/10- FERGUSON SIOUX CHIEF DISPLAY AREAS – As you all know, we have been actively promoting Sioux Chief products that are in the Ferguson DC. Part of Ferguson's commitment to Sioux Chief is having "Selling Areas" set up in all of the Ferguson stores with displayed inventories. Hopefully, you have already setup all of your stores. **By January 31 st, Please send me a) Digital Photos of the displays you have already setup. B) A list of the Ferguson branches in your area that have not yet created their Sioux Chief Selling area, and what your plan is/timeline is for creating the Sioux Chief selling area.**

[-CLICK HERE](#) for a PDF I created showing some of the Ferguson stores displays.

1/9/10- IT'S TRAILER SEASON While the weather is nice, I would like the Sioux Chief trailer to make its way across the majority of the state. Please take a look at your calendars and pick a two-week period that will work for you to take the trailer. **Email me availability by the end of February please.**

1/9/10 - WHO ARE YOUR BEST SIOUX CHIEF WHOLESALERS?

[-CLICK HERE](#) for the Top 100 Sioux Chief Products Sold in 2009. This is a very valuable tool. Please visit with each of your wholesalers and see how many of the Top 10/20/50 your wholesalers are stocking. Really encourage them to make sure they have the “Money Makers” in stock.

As we all know, new construction sucks. That is something we cannot control, so we really need to focus on the things we can control. Going over the Top products list and illustrating products that are in the top 10/20 list, but not on their shelves are products where they can begin making more money with Sioux Chief, even in very slow times. Getting just a couple of products will help us to establish a broader base of established Sioux Chief products at the Wholesaler. As business picks up, these efforts will pay big returns! Work now to keep growing the base. Do not let price be an issue. If the customer tells you the problem is price, make sure and get that information to me, and Mike Stallings. Mike is very willing, eager, and able to help you get every little bit of business you can.

1/9/10 - WHAT TYPES OF MARKETING ACTIVITIES DO YOU HAVE GOING ON IN YOUR MARKET AREA? By the end of February please visit your key accounts and encourage them to set up a promotional calendar with you. With your help, let them choose what they want to promote and what the promotion will be. Remember, we supply the rewards, make the flyers, and train their salespeople. It’s up to them to choose what they promote.

1/9/10 - BLOG HERE- www.siouxchiefxxxxxxxxxxxxxxxxx

This is a place to share our thoughts, comments, etc. Our blogs are only available internally and **will not be shared** with anyone other than RSL salespeople.