



## January Task List for Pioneer

(Items in blue require follow up by date noted)

Following up on our meeting in Nashville, there is a lot of work for us to do to get the new Pioneer off the ground.

The first thing that we have to do is to get around to all of our existing customers and let them know about how Pioneer's expansion into three new families will benefit them.

Make certain that every customer/contractor you talk to understands the breakdown between the Olympia/Pioneer/Estate Collection. Make certain that each is provided with a new Olympia binder, and that their Pioneer binder is updated. Make certain that they understand that Olympia is the builder series, very competitive product, and that Pioneer is better quality ceramic disc, PVD product that is intended to offer a better quality, more cost effective option than Delta or Moen. The State Collection is showroom product that will continue to evolve, and will feature never before seen styles in faucetry.

Here are some specific things that you need to do over the next couple of weeks:

- When you are talking to your contractor/wholesaler customers, please survey them on which are the most popular Delta and Moen styles in your area. **I need you to please e-mail a list of what are the three, or four, most popular lav. & kitchen faucets by 01/10/10.**
- During this same period, please get your hands on one, or two, of the most popular competitor's models that now have plastic supplies. You will keep these in your sample bags, along with the competing Pioneer equivalent. This will make it very easy for you to show off the quality and value of the new Pioneer against the new cheaper & inferior Delta & Moen product.
- While you are visiting with contractors in your market, please start to identify which builders will become our builder targets for Pioneer. This list should not include any national home builders. It should include smaller builders in your area that make decisions locally. These smaller builders are much more receptive, and are always looking for ways to set themselves apart from their larger national competitors. **I need each of you to please give me your list of builder targets by 01/31/10. This list should include five to eight builder targets, and their full contact information.**

This Task List includes a Blog for sharing thoughts & Comments.  
<http://pioneerfaucets.blogspot.com/>