



Wolseley Express CUSTOMER DRAFT 3.0 January 2 – March 31, 2017

Who can participate in this web sales incentive?

- **Counter staff**
- **Inside sales**
- **Outside sales**
- **Branch Manager**

Incentive site

We have set up a dedicated site for prize redemption. Once you qualify for a level of prize redemption you will be notified and will be allowed to access the site with your logon and redeem your chosen prize within the Good, Better, Best Category depending on your achievement.

Why is there a minimum web order value?

The objective is to reward you for getting customers ordering online regularly and have users go well beyond 5 initial orders in order to build their confidence. One and two line orders will not be habit forming.

Why is the minimum web order value \$250?

Did you know the average web order is over \$700? The platform is best suited for frequent reordering of high-value products, and for routine replenishment of high-volume low-value items. So if you target the right customers and offer the right features, \$250 orders are easy to get!

Why is 5 web orders the qualifying number for a single customer?

It takes as many as 5 successfully fulfilled web orders for customers to:

- Build a level of trust in the system and our processes
- Realize their tangible time-savings, and to see the value for themselves

Why is there an optional limit of 5 web prospects?

The incentive has a set budget, and should the program be a wild success (which we hope it is) we do not want to commit ourselves beyond what we have available. This format ensures there will be a slice for everyone!

Visit WolseleyExpress.com for more details or contact your regional eBusiness Specialist if you have a question regarding the program.

Wolseley Express Stars Determination

1 Star will be selected each month for each division (6 divisions in total) at the discretion of a panel of ebusiness and regional stakeholders. Stars will be chosen based on both quantitative and qualitative contributions including:

- Total web sales volume
- Web sales growth
- Best practices for selling ebusiness solutions
- Innovations to streamline web order fulfillment
- Providing customer success stories



Wolseley Express CUSTOMER DRAFT Official Rules

General Terms and Conditions

1. To participate you must meet the following participation eligibility requirements and have a WolseleyExpress.com login. If you do not have a login to Wolseley Express, please contact WolseleyExpress@WolseleyInc.ca

Wolseley Staff Participation Eligibility

1. The incentive is open to all plumbing and HVAC/R branch staff. This includes but is not limited to counter sales, inside sales, branch managers, drivers, warehouse staff, customer service and other staff who reside at a branch in a customer-facing capacity.

2. All Wolseley Express PROs are eligible to participate, including those who are outside sales representatives.

3. Outside sales representatives are eligible to participate.

Wolseley Prospect Customer Eligibility and Conditions

1. Participant may only *draft* up to a maximum of 5 customer accounts at any given time during the incentive.

2. To *draft* or *claim* a customer account, the account must *not* have submitted any orders via Wolseley Express over the previous 180 days.

3. During the incentive, once a customer has placed a web order (not invoiced), they will no longer be available to *draft*. Therefore, if an account that placed an order were to be *dropped*, it cannot be *claimed* again.

4. To *qualify* for a prize, an account you have *drafted* must be invoiced for five (5) web orders, each with a minimum value of \$250 (before tax), before the March 31st, 2017 deadline. There is no measurement of average web order volume, so there is no reason to discourage prospects to place more than 5 orders.

5. Customer accounts are measured and qualified based on invoiced web sales values, which is not necessarily the submitted web order value. The web orders must be invoiced by 11:59PM EST on March 31st 2017.

6. Ship-to accounts may only be drafted if they operate independently and are invoiced separately from the master account. Drafted ship-to customers and the drafted user must be a new (or no Wolseley Express sales activity in last 180 days).