



JOIN THE WEB SALES CHALLENGE

JANUARY 2 - MARCH 31, 2017

DRAFT > ORDER > WIN PRIZES!



BRONZE

1 CUSTOMER
WITH 5 ORDERS
OF \$250 OR MORE



SILVER

3 CUSTOMERS
WITH 5 ORDERS
OF \$250 OR MORE



GOLD

5 CUSTOMERS
WITH 5 ORDERS
OF \$250 OR MORE

*Must be new customers or customers who have not ordered in at least 6 months

WHO CAN PARTICIPATE?

- Counter staff
- Inside sales
- Outside sales
- Branch Managers

HOW DO I GET SET UP?

Participants will need to have a Branch or Sales Wolseley Express account and be able to access customer accounts. If you don't have an account, contact your Regional Ebusiness Specialist to get set up.

HOW-TO DRAFT YOUR WEB CUSTOMERS

1. Sign in to Wolseley Express. Click on the Customer Draft icon.
2. This takes you to the 'My Drafted customer accounts'. Choose 'Switch Account' to select customer account you want to draft.
3. Select from list of accounts, name, or account number.
4. Choose 'Draft this customer account!'
5. You will get confirmation – and the customer account info will now appear in 'My drafted customer accounts'.

The screenshot shows the Wolseley Express website interface. A dropdown menu is open over the 'Switch Account' button. A red dashed line with diamonds 1-5 indicates the user's path: 1. Click on the Customer Draft icon (PRODUCT CATALOGUE), 2. Click on 'Switch Account', 3. Select an account from the list, 4. Click on 'Draft this customer account!', and 5. View the confirmation and the 'My drafted customer accounts' table.

Company Name	Account Number	Date	
BM LATTIMER PLUMBING SERVICE	67624	2016-03-24 08:12	Drop customer
AMBROSE PLUMBING&HEATING LTD	31260	2016-03-24 08:45	Drop customer
			Total: 2

**RETAIN UP TO 5 CUSTOMERS AT A TIME...
DRAFTING WILL BE FIRST-COME FIRST-SERVE!**



WHAT CUSTOMERS SHOULD I TARGET?

Target customer accounts who have not purchased online or have not purchased in the last 6 months.

HOW DOES IT WORK AND HOW DO I TRACK MY CUSTOMERS?

Your drafted customers must place 5 orders by March 31st each with a minimum value of \$250 (before tax).

Check the site often to monitor your customer's progress. If you find your chosen draft customers are not performing, you can drop and claim new prospects throughout the incentive. **Maximum 5 customers.**

HOW DO I REDEEM A PRIZE?

Visit www.wolseleycustomerdraft.com to view the amazing prizes available to be won. When your customer(s) has reached the sales level to qualify you for a prize, you will be contacted via email with your prize level, link, and login information. Once on the site you can view the prizes within each level and can place your prize order!

Each level represents 1 Customer Draft Program (CDP) point:

Bronze = 1 CDP Point

Silver = 2 CDP Points

Gold = 3 CDP Points

An example of redeeming at a Gold level: 1 Gold Level Gift OR 2 Bronze Level Gifts + 1 Silver Level Gift OR 3 Bronze Level Gifts...the choice is yours!

You can redeem all or some of your points today, or continue to earn points by drafting customers.

1. Visit the Customer Draft Promotional Market Store to redeem your winnings here: www.wolseleycustomerdraft.com
2. At the top left of the screen, you will see your name and the number of points you have to use toward prizes : BRONZE (1 point), SILVER (2 points) or GOLD (3 points)!
3. Click on a Prize Level icon to view the prizes from the appropriate BRONZE, SILVER or GOLD category.
4. Select your gift(s) and proceed to the checkout, fill out your shipping information.
5. Click NEXT at the bottom right hand of the webpage.
6. On the next page, review your order and click CHECKOUT. You will receive a confirmation once you have successfully checked out.
7. If you choose not to redeem all of your CDP Points, the point balance will show at the top left side. You can keep drafting customers and watch your balance grow!



1 STAR WILL BE SELECTED EACH MONTH!

for each division 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

WHAT CAN I WIN?



+ MORE