



Check Off List for New Vendor Set Up with Williams Trading Co.

Congratulations, your new item has been selected to be added to our product assortment. Before we get started selling your products please review the following checklist and reach out to the contacts below to ensure a smooth transition. Please note, part of your product set up is inclusion in our XML data feed which supports our web site and is a direct link to our e-commerce customers. Accurate information, high quality images and well planned descriptions will help to make your product successful.

1. **Master Product Set Up Sheet** - please provide a completed spec sheet to Cherie at cherieo@williams-trading.com. You are required to list all relative information including product ID number, UPC Code, shipping weights and dimensional measurements. This information needs to be accurate as it impacts shipping costs.
2. **New Image Library** - once you are established as a vendor you will be sent a drop box folder from Pete our graphic artist. All artwork coordination must be entered into our drop box for use, we do not search for photos on websites. We require high resolution vector images for your logo and we also require the following (4) photos . Please work with Pete for all images, peteo@williams-trading.com .
 - a. Photo In Retail Package Front Facing
 - b. Photo In Retail Package rear facing
 - c. Photo out of package front
 - d. Photo out of package rear
3. **Wholesale Pricing , MSRP and Distributor Discount**- please provide your wholesale discount, MSRP and program details in letter form and place in your dropbox folder. Any questions regarding pricing should go to Bethann or John Anderson, bethanns@williams-trading.com , johna@williams-trading.com .
4. **Manufacturer Return Procedure** - we require a written return policy for all defective items, please provide a copy of this policy to Kathy, kathyo@williams-trading.com .
5. **Minimum Liability Insurance** - Please provide a copy of your product liability policy in your vendor folder.
6. **Long Product Description** - please provide a copy of your long product description in your folder. This description will be used for web and product spec sheet set up, maximum 500 words.
7. **Short Product Description**- please provide an abbreviated product description with bullet points for web copy

8. **UPC Code Required for all items** (bulk and retail packaging) **UPC:** Must be 12 digits with no spaces or punctuation.
9. **MSRP:** Published list price or ticket price. Do not use dollar signs (\$).
10. **Competitive Street Price:** Guidance on pricing. Our Distributor price may or may not reflect the price you record here; pricing is at our discretion. Do not use dollar signs (\$).
11. **Launch Date:** Can be today's date, unless announcement of the product is time-sensitive. Date style must be mm/dd/yyyy.
12. **Street Date:** Date the item is first shippable to customers. *Leave blank unless the product's release is time-sensitive.* Date style must be mm/dd/yyyy.
13. **MAP Minimum MAP Policy** - Please provide a MAP Policy Document listing sell/no sell for Amazon and all other e-commerce MAP Pricing
14. **Press Release** - Please do not circulate Press Release announcing product availability without prior approval from Williams Trading Co. We do not release pre-press announcements until product is here and shippable from the US and has passed customs.
15. **W-9 Resale Certificate** - must be on file with Helen



Sales Launch Call Procedure with Williams Trading Co.

Congratulations, we have selected your brand as a sale item to be promoted for the month. As part of our communication process we recommend a Skype or Call with our Sales Team to review the promotion, and grow awareness about your brand. Please keep in mind that we sell over 20,000 products and it's imperative that you prepare for this call to make it as productive as possible.

Call Length and Audience: You will have 30 minutes for your Skype or conference call. Your audience will be our internal and external sales teams and marketing support staff. Please use the audio conference number below, and mute your skype volume.

Content to Review:

- Introduction of your company and product positioning in the market
- Concise explanation of your consumer value proposition
- Review of your target audience, male, female, couples LGBT - demographics
- Please review the Best sell item list in ranking
- Sales support material provided – headers, point of sale displays, testers & samples
- Success stories with your product line being sold today into retail or distribution
- Innovation/ product awards
- Sales Incentive Programs offered
- Retail Promotional Pricing and Discounts offered
- Videos of Products to review – please send the links ahead of schedule

Point of Sale Support – before your call please e-mail all spec sheets, flyers and support material to Erin, erinm@williams-trading.com, this material will be set up and shared in a Google Drive folder for all the sales team to access.

Call in and Access Numbers:

- Skype Name- Williams Trading Skype, Name is : **williamstrading9250** (do not use skype audio)
- Audio Conference Call: 567 314 6217 enter pass code 6400# (use this audio call in)

Checklist for your Monthly Sale:

1. Banners and Artwork submitted to peteo@williams-trading.com
2. POS spec sheets, training material submitted to erinm@williams-trading.com for insertion in our shared Google drive.
3. You Tube Videos & Social Media Linked to Williams Trading Social Media
4. Call in credentials submitted to Skype at williamstrading9250
5. Provide weekly bullet points for product line features, to be e-mailed to all customers.
6. New Product Samples mailed to Erin for the sales team to review during the call.

Optional Spiff Program with Williams Trading Co.

We carry over 20,000 items in stock and typically add over 150-80 items per week. We want your brand to be successful. We will help you do so by utilizing our sales persons and their established loyal dealer base. We offer (4) options for spiff programs. These are used to gain exposure and grow your brand.

Straight Commission Monthly Spiff Program

- *Spiff amount of 5-10% based on the wholesale sales of product for the monthly period*
- *Spiff is earned only on units sold during the monthly period*
- *Reporting provided at month end for reconciliation and payout*

Bounty Paid Sales Performance Program – Gift Card Program

- *Spiff for each order generated with a new dealer during the monthly period*
- *Typical bounty paid spiff programs payout at a min of \$25-\$50 per order*
- *A minimum threshold of order is required for participation, you only pay on the order one time*
- *Reporting provided at month end for reconciliation and payout*

Performance Based Spiff Program for Largest Revenue Attained

- *Spiff Reward for largest dollars in revenue attained during a monthly period*
- *Payout for this Spiff is typically a \$100-\$500 level*
- *Paid to highest performer of sales*
- *Reporting provided at month end for reconciliation and payout*

Per Item Spiff Program

- *Flat dollar amount per item to motivate sales on a specific category or items*
- *Typical Spiff Paid is \$1.00 - \$3.00 per item based on retail price point*
- *All team members participate, based on monthly sales goal*
- *Reporting provided at month end for reconciliation and payout*

Sales Banner Specifications – We would like to include your brand in our Home Page Banners, Ordering Banners, EMail Blasts and custom Sale Communications. Please provide finished artwork in the following formats for web and email use. All banners are required (10) business days before the start of your sales month. This is necessary to obtain prior approval for the banners and for posting prior to the start of your sale.

Any questions concerning artwork, please reach out to Pete at 800 423 8587 ext 112 or email peteo@williams-trading.com

All banners are subject to final selection and editing from Williams Trading Co.

- JRL CHARTS BANNER DIMENSIONS (4 BANNER SIZES TOTAL)
- Pixels
- 500 x 647
- 300 x 250
- 300 x 600
- 606 x 240

- Williams Trading Main Website Banners/Sliders DIMENSIONS: 600 x 201

- Williams Trading E Blast template DIMENSIONS: 600 x 776 (you can also create a 8.5 x 11 Sales Sheet in high res print for us with our contact info and then we can scale it down in web format for blasting)



Marketing Levers for Review

<u>Marketing Levers</u>	<u>Comments</u>
<u>Discount Structure for Promo</u>	
Advertised Discount for Sale Period	30%
Williams Ordering Discount	
<u>Promo Date & Timing</u>	
Banner Start / End Date	June 1st - June 27th
<u>Banner Coordination</u>	
Main Williams Banner	
Williams Banner	
JRL Charts Custom Banners	
Williams Blog Banner	
Xbiz Blog Banner	
<u>Marketing Launch Checklist</u>	
Custom Banner for Web Site with Link	Vendor Provided
Sell Sheet for E-Mail Blast	Vendor Provided
PDF of Promotion	
Power Point PDF	
E-Mail Blast to customers with link back	Copyinput
<u>E-Mail Blasts to customer with links</u>	
Williams Trading Main Site	Weekly E-Mail Blasts
Prospect List for New Accounts	Weekly E-Mail Blasts
Muffs and Cuffs	Weekly E-Mail Blasts
Williams Trading Blog	Weekly E-Mail Blasts
<u>Trade & Press Communication</u>	
XBIZ	Press Release
Store Erotica	Press Release
Williams Trading Blog	Press Release
XBIZ Blog	Press Release
AVN	Press Release
JRL Charts	Press Release

Quarterly Catalog Specifications for Artwork

You can sample prior catalogs at the link below, please look at the bottom catalogs. You will also see layout pages. Our recommendation is one page on branding and the second page on product (our dealers use this to place orders).

The Artwork File specifications for the pages are listed below.
Please review prior page panels below:

<http://www.flipsnack.com/9ECB798F8D6/wtcpreorderguide-q4-2014.html>

Page Specifications here, use catalog specs

<http://williamstradingco.com/resources.php>

What are the exact page dimensions, as well as bleed and gutter measurements?

The final printed page is 8.5 x 11 but with bleed there is a .25 bleed so the template design is 8.75 x 11.25

What is the preferred file format for final artwork?

We prefer the final artwork to be sent to us in layered format as well as a flattened high res tiff file

Is using the Photoshop template mandatory, or can it be used just as a general guideline?

You don't have to use photoshop but when the file ad design is done we prefer to receive the layered file along with a flattened version of the ad/pages as well for our end.

Do we need to include product IDs and prices for all featured products within the pages?

Yes, Williams Trading product sku and wholesale price under each item.