

Kramer's Best Antique Improver DEALER INFO

KRAMER PRODUCTS, INC. / P.O. BOX 8715 / SUGAR CREEK, MO 64054 / 816-252-9512 / WWW.KRAMERIZE.COM

Questions & Answers about the Kramer's Best Dealership Program:



How can I become a dealer for "Kramer's Best" Products?

To become a *Kramer's Best* dealer you must be a bona fide reseller and have a valid sales tax license in your state.

When this required tax information is furnished to us, and you meet minimum purchase requirements you are then entitled to dealer pricing and benefits.

What is the wholesale cost?

Basic wholesale cost is 50% off the suggested retail price. Additional discounts for large volume purchases are available. [See separate Dealer Pricing information.]

What quantities do I have to purchase?

The minimum quantity each time you order is two dozen of the 8-ounce bottles of *Antique Improver*. At the time you make that purchase, any quantities of other sizes and products may be purchased at the same discount—you are not required to purchase in full cases.

How much are shipping charges?

Shipping and handling is 10% of the total amount of the order. You can save the shipping if you pick up your order at John's workshop (by appointment only).

How are orders shipped?

All shipping is by UPS. *Antique Improver* and *Blemish Clarifier* are flammable and must ship via ORMD classification. They can go ground only—no air shipments. Orders are shipped the next business day after they are received.

What are payment terms?

Terms are delivery on payment. We do not do any billing and do not ship COD. We accept MasterCard, Visa, American Express, Discover, check or money order. You can place your order by Internet, Mail, Phone, or Fax.

Do I have to buy the Instruction Books?

We are very proud of our book of "Instructions and Suggested Uses". We feel that the amount and quality of information we furnish to the consumer is unique. We provide, at no charge, one book for every bottle of *Kramer's Best* product which you purchase from us. You may purchase additional copies. We also furnish the salmon-colored "What is Antique Improver" fliers. One hundred of

these fliers are included with your first order and are available by request with future orders—additional quantities of these may also be purchased.

What about display materials?

With your first order, at no extra cost to you, you will receive a packet of materials which includes an 11" x 17" display card designed to be placed behind the bottles in your display [see sketch on page 2]. Additional materials available for purchase are described on the Dealer Pricing sheet.

Are there any restrictions on where I can sell the products?

No. Once you purchase the products from us you are free to offer them for sale whenever or wherever you choose. Of course, we encourage practice of "common-sense" rules of marketing. For example, we discourage having more than one dealer in any one antique mall or group shop carry the product. So far, we have seen our dealers using courtesy and respect and we have not had a problem.

Will I have a protected territory where I am the only Kramer's dealer?

We are open to discussion about protected territories based on the purchase of very large quantities. However, it is our goal to have *Kramer's Best* offered by the knowledgeable and respected dealers in all areas. This works out best for everyone. Shoppers become more familiar with the product the more they see it. Familiarity builds confidence—confidence builds sales. And, be assured that you do not need to be concerned that you will ever be competing with the large chains or mega home centers. Cost of the type of ingredients we use will never allow us to offer the mass-quantity discounts that market demands. You will always have the security of establishing a constantly-growing repeat business without the worry of losing sales to the discount house down the street.

There is a place for a name stamp on the orange fliers. How will this be to my benefit?

Your name in this allotted space will help bring you that repeat business we are all looking for. Stamp your name, address, phone—whatever will help your customer find you again. Have the fliers available for interested customers to pick up—



also include one with each purchase. After visiting many shops, customers can easily forget where they saw, or purchased, their bottle. You want to be sure they come back to you when they need more. Also, occasionally a visitor to your location, or a tourist passing through, will purchase some *Kramer's Best* from you. When they get home and try it, they want more. They may use the form on the flier to order from us. We want you to benefit from these future sales. As your reward, if we receive an order on a form bearing your name, WE WILL CREDIT YOUR BUYING ACCOUNT WITH 20% OF THE PURCHASE. You will receive a "Credit Voucher" showing details of the sale and the amount of credit that you may deduct from your next order.

Our shop is small and we don't handle much furniture, would we sell enough Improver to make it worthwhile?

If your shop is small, that probably means you have a chance to visit with your customers. And, whether or not you have furniture in your shop, your customers do have furniture and other wood in their homes which they want to care for. If you keep a few bottles of *Improver* sitting by the check-out counter, along with a sample piece partly treated with the product, you can easily get a conversation started. This, many times, leads to a sale. Each sale can lead to a repeat sale, which brings the customer back to your shop. Maybe they then tell a friend, which brings in a new customer. And, of course, each visit to your shop offers the opportunity to sell them something else.



A small display near the checkout can create a lot of interest.

I know I want to carry the 8-ounce bottles of Antique Improver, but what about the other products and sizes?

You may want to stock only the small bottles of *Improver*, many of our dealers do; or you may want to carry one or both of the other products and offer all sizes. This is a decision you will have to make, based on your particular circumstances and method of sale. *Blemish Clarifier* and *Wood Food Oyl* are exceptional products, but they are more specialized [for complete information on these products see the last two pages in the book of "Instructions and Suggested Uses"]. You will not sell as much of these as you do of the *Improver*, but they do fill a definite need and once customers get started with the *Improver*, and see how well it works, they will come back to see what else is available. You might want to start with just few bottles of each and see how it goes. What sizes you offer is also dependent on your space and circumstance. We find that just 2 or 3 of the pint or quart sizes of *Antique Improver* included in your display can be of great benefit. For the customer, it then becomes a decision of: "which size to buy" instead of "to buy—or not to buy". The most important thing to remember in building your display or presentation, is that the more noticeable it is, the better sales will be. And, more bottles of product do make the display more noticeable.

I have a booth in a mall. Would I be able to sell Antique Improver if I'm not there to talk to the customers?

Yes, we have very good sales in many malls. Sales are dependent on two things: (1) the amount of traffic through the mall, and (2) the effectiveness of the display. If the traffic is there, then devote much thought and care to building your display. "Before/after" samples are a must—pieces where only part is treated with *Improver* (or the other products) and the rest left in its original condition. You must

show prospective customers what the product can do. Notes or signs telling what was done to the piece, how the product was applied, or ways you have used it, are all helpful. We also have a video available in VHS or DVD format. It consists of two 3-minute repeating segments in which John Kramer describes the products and their uses and a brief explanation of what goes into making *Kramer's Best* products. When traffic justifies the investment, you will find this greatly increases sales. Whatever display techniques you decide to use—some we have mentioned, or something we haven't even thought of—the most important thing is that **the display must first draw attention**. Once you have the customer's attention, **what you show in the display must convince them this is a product they want to buy**. After they try *Kramer's Best*, you can be sure they will be back for more . . . and they will bring their friends.

Can I make extra profits by signing up other people as dealers?

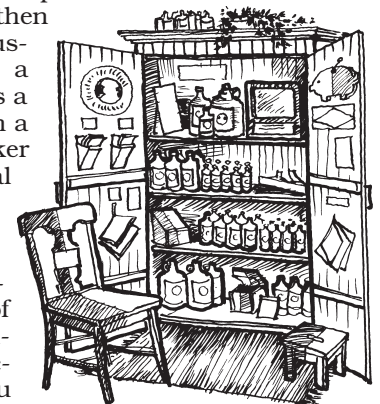
We do not participate in any type of multilevel marketing or pyramid schemes. We sell through one level of dealers only. No hierarchy of distributorships and management takes most of your money. However, we do want to encourage you to talk to other dealers about the products and about our dealership program. As an incentive, after you become a dealer, if you refer someone to us who then becomes a *Kramer's Best* dealer, you will receive 12 FREE 8-OUNCE BOTTLES of *Antique Improver* that we will include with your next order. Just be sure that they let us know that you referred them, or better yet, you notify us, so we can be sure you get credit.

I plan to sell Antique Improver at shows. What kind of sales can I expect?

It totally depends on you. If you have only a few bottles in a back corner of your booth, you may not sell any. If you have a larger display in a more prominent location, you could sell a dozen or two. If you devote a major space in your booth to the display and take time to talk to people, showing samples and demonstrating how the product works, a show may net several hundred dollars of *Kramer's*. The most important factor is *you*, and how much effort you put into sales.

I don't have a shop and I don't do shows—I just think Antique Improver is a great product and I would like to get involved. Do you have any suggestions?

We have dealers who started out just like you. Some sell only to a few friends. Others have moved on to bigger things. Ways to sell the products are limitless. To name a few: a lady who does upholstery uses the product on exposed wood trim, then explains its use to happy customers—usually selling a bottle—or sometimes gives a complementary bottle with a large project; a woodworker uses *Improver* as the final finish on custom-made pieces and includes a bottle with the purchase; a gun collector uses it to restore the metal and wood of his guns and sells it to fellow collectors. A tool collector does the same. Or you might want to set up and service displays. Many antique malls are open to discussion about small



An old cupboard makes a great display. A lot of product, samples and information can be displayed in a small amount of floor space.

spaces you can rent reasonably and display the products—to the mall's benefit as well as your own. Once you have the product in hand, if you are enthusiastic, you will find what works best for you.

Can I do Mail Order with the products?

As mentioned before, once you have purchased from us, you choose your methods of sale. If you decide to try mail order, be aware that since *Antique Improver* and *Blemish Clarifier* are flammable materials, shipping must be done per current ORMD requirements and cannot ship via the Post Office. UPS representatives will help you apply for the necessary authorization, furnish information about packaging requirements, supply shipping forms, etc.

I realize I need to know as much as possible about the products in order to sell them effectively. What is the best way to learn?

The book of "Instructions and Suggested Uses" is very complete. We worked long and hard to include as much information as possible in the limited space. Read it thoroughly. Use the techniques explained, then read it again. Refer to it often. We try to furnish as much information as possible. But, probably the best tool for learning about the products is to use them. We can tell you many things the products can do, but we often have customers tell us of uses we haven't yet discovered. And, remember, if you—or your customers—have questions, do not hesitate to contact us. We want the products to be used to greatest benefit by each of our customers and we want to help whenever we can.

Can customers find me when looking for Antique Improver in my area?

When you become a dealer, we will ask you to fill out a "Retail Location Information Sheet". On it you will list information about locations where you have the products for sale, which products and sizes are available, and information about the location's hours of operation, address, phone, etc. This information is kept in a database for us to refer to when prospective customers contact us looking for a convenient dealer. In addition we have a page on our Web Site where we list our Master Dealers. [See the Dealer Pricing sheet for information on this program.] On that same web page we have a "blog" where we list Location Information each time a dealer places an order. We want to help our customers find you.

Wouldn't plastic bottles be better? I am concerned about breakage of the glass.

The product is best kept pure in glass. *Antique Improver* and *Blemish Clarifier* interact with any other packaging material, affecting the product and limiting shelf life. With glass we get indefinite shelf life and the added benefit of a container which is recyclable and does not pollute the environment. We use the strongest glass bottles available and have had no problems in normal use or shipping.

What about environmental hazards? Are these products "earth friendly"?

Definitely. We use only ingredients that are totally renewable and compatible with the earth—mostly plant products—positively no petrochemicals or highly-processed materials. We pack in paper and use no plastic "popcorn" or other synthetic fillers. We use recycled materials whenever possible. We are committed to doing whatever we can to preserve our planet.

It Works!

*If you USE Antique Improver,
you can't help but talk about Antique Improver.*

*If you TALK about Antique Improver
you will sell Antique Improver.*

*If you SELL Antique Improver,
customers come back for more (and you get
another chance to sell them something else).*

*They then tell their friends who come to
buy Antique Improver and often leave with much
more, to return yet again . . .*

It all starts with USING Antique Improver.

*The success of our top dealers
is because they . . .*

USE the product,

TALK ABOUT the product,

and . . . SELL the product!



I offer an exceptional product . . . it works better than anything else that is available. Once customers begin using it, they won't use anything else. But first, they must be introduced to the product.

Dealers are necessary to my success. I am proud to be building a base of knowledgeable dealers and will continue to support them with a quality, traditional product that really does make a difference—for the better. It is a product which dealers can sell with pride and confidence. It provides the dealer with a product that steadily brings in new business with a growing network of word-of-mouth advertising—the most profitable kind.

My dealers can be assured that I have no time for business shenanigans or subtle maneuvering. I like everything to be in everyone's personal best interests: mine, my dealers, the customers, and the priceless heritage which my product preserves. I believe that fair treatment breeds loyalty; loyalty builds trust; and trust builds friendships and businesses of longevity and good profits.

I am looking forward to a long and profitable relationship for us all—earning honorable profits in noble pursuit of a worthwhile purpose . . . preserving the past.

John T. Kramer

Building a successful display...

Those of us who have used them know how good *Kramer's Best* products are, and how well they work, but an effective display is essential in introducing the products to new customers.



A small antique cupboard attractively displays the complete line of *Kramer's Best* products in limited space. The open doors provide an ideal place to display the very important before/after samples.

A counter-top display, using signage included with your first order, can be a good producer. Positioning it near the checkout where you can talk to customers about the product, and



answer questions, will result in even better sales.



This display was created in a highly-visible showcase with doors and shelves removed. Already-present electricity provides good lighting and the electrical outlet needed to play the sales video.



This corner booth has been devoted entirely to presentation of the complete line of *Kramer's Best* products. The attractive display, with a variety of before/after samples showing many of the various ways the products can be used, has resulted in this location being a top producer with consistently good sales.