

Expectations of P10 and Brand Partner

		P10	Brand
Sales	Lead Generation	P10 will pursue new leads constantly through website, upselling, current relationships and adding brands.	Brand will supply leads to P10 when in P10 geography and P10 carries all applicable SKUs.
	Samples	P10 to hold stock of samples made available by brand and provide to potential customers on sales calls.	Brand to provide samples as needed per sales rep requests based on mutually agreed to uses.
	Closing/1st Order	P10 takes first order from all new customers to avoid confusion. Email new customer contact info to hello@p10foods if ready to order.	Brand can take lead all the way to order stage. Brand should NOT take orders and/or promise delivery as delivery bandwidth is unknown.
	Reorders & Account Maintenance	P10 to regularly check in on all customers and prompt ordering. P10 will deliver as orders are received on customer's regular route day.	Brand should check in on customer and make sure they are getting what they need. If Brand finds out something of interest, email or call to area sales rep is appreciated.
	New Items & Category Reviews	P10 will provide New Item Forms and category review schedule to Brand for key customers.	Brand will fill out and provide New Item Forms and samples in a timely manner to potential key customers.
Marketing	In-Store Placement	P10 will fight for better shelf placement on a per customer basis.	Brand will regularly check in with customers and push for better placement and work with P10 to get it.
	Key Customer Promotions & TPRs	P10 will facilitate promos through our key customers. Promos are regularly required. Brand will fill out promo paperwork and P10 will submit it.	Brand will provide strategy and calendar of promo periods and discount amounts agreed to. Brand will pay promo costs, bill backs, etc. in timely manner.
	P10 Internal Promotions & TPRs	P10 will provide ability to run promotions through it's online ordering platform and will promote through customer newsletter, website header and social media with 20%+ discount.	Brand agrees to run at least 2 promotions through P10 each year and to be billed back as a discount off of it's invoice payments.
	Website & Promo Material	P10 to add Brand name, info, pictures, etc. to B2B ordering portal, brand guide, and price lists. P10 to add Brand logo and website link to its homepage.	Brand to add P10 name, contact and website link to website. Brand to add contact info (p10 foods.com, hello@p10foods.com , 470-398-0709) to digital and physical sell sheets. Brand to provide product info sheets, images, descriptions, etc.
Operations	Ordering & Inventory Management	P10 will regularly order and maintain sufficient inventory to deliver all orders. P10 will track customer sales and lot code movement.	Brand will fulfill POs in an agreed to time period with P10 being a top priority. Brand will label on the outside of cases - product name, lot code (can be expiry date), expiry date and product UPC. Brand will put same information on invoice to be collected at time of product receipt.