

STL
DISTRIBUTION

**RETAIL
PARTNER**

TOGETHER IN MINISTRY

BRINGING YOU

- Choice
- Convenience
- Customer Care



PLACE YOUR ORDER TODAY

ORDERLINE – 0800 28 27 28

VISIT www.STLDistribution.co.uk

SPEAK TO YOUR AREA SALES MANAGER

STL
DISTRIBUTION



Introducing the STL Distribution
RETAIL PARTNERSHIP PROGRAMME

STL Distribution is committed to serving you and helping you grow your business. We have developed a new bespoke Retail Partnership Programme designed to meet your needs and provide you with financial benefits and one to one customer support which will help you grow your business.

OFFERING YOU:

- Consolidated ordering, supply (one order, one delivery, one invoice)
- Broad Promotional Programme
- Regular Stock Re-refresh
- Preferential trading terms
- Stock Management (Synergi)
- Personnel support (STL Distribution team)



Promotion	CHILDREN	HOLIDAY READING
Content	Prize Giving, Sunday School Resources, Holiday Club, Children's Bibles, DVDs, Activity/Sticker books	Fiction, Biographies, Classics
Leaflets	A5 leaflet, 4 pages, PDF Supplied to email	A5 leaflet, 8 pages, PDF Supplied to email
Number of titles featured	32 on offer, 8 new titles	60 on offer, 10-20 new titles
POS	A2 Poster, Shelf strips	A2 Poster, Shelf strips

RETAIL PARTNER PROGRAMME - IN DETAIL

A TAILORED PROGRAMME

The STL Distribution Retail Partner Programme is broken down into 3 tiers. The base level is Retail Partner Plus, mid-level is Retail Partner Premier and top level is Retail Partner Gold. Each level of the programme is based on variable benefits agreed between STL Distribution and the retailer, with incremental enhancements as the retailer grows their business with STL Distribution. For detailed information on this, please contact your Area Sales manager.

1. PREFERENTIAL TRADING TERMS

As soon as you join the scheme, you will benefit from receiving improved base discount on all your orders. In addition, you will also receive improved retrospective discount upon reaching purchase targets agreed with your Area Sales Manager.

2. STOCK RE-FRESH SCHEME

During the year, there will be opportunities for you to refresh your stock based on the agreed levels with your Area Sales Manager. This will enable you to:

- Mark down and sell off old stock
(STL Distribution will raise extra credit you to help you to do this)
- Order new replacement products to replenish your stock

3. PROMOTIONAL PROGRAMME

STL Distribution is able to offer you a consumer promotional programme, featuring offers across a broad range of publishers and suppliers. There will be six seasonal promotions throughout the year, of which you have an opt-in level, enabling you to customize for your customer base. These promotions will be supported with POS materials and printed fliers/catalogues (between 4 and 16 pages) featuring selected offers and new title highlights from the promotion, for you to use to contact your customers. Minimum participation and purchasing levels required. Purchases are firm sale. See below for details.

4. BUSINESS SUPPORT

STL Distribution is committed to supporting your business. Your Area Sales Manager can work with you and provide business support and advice to help you grow sales. You will also have dedicated Customer Service team members who will know you and your account as well as a forum to exchange ideas with other members of the group.

You will receive discounts on core POS (Stickers, bags etc).

We can also help support your business with our SyneRgi stock management software which is free to all Retail Partners. You will also receive a discount on support fees and hardware.

5. CONSOLIDATED ORDERING AND SUPPLY

Order from STL Distribution and benefit from the convenience of one order, one delivery, one invoice. We can also drop-ship customer bulk orders for you.

6. FUTURE DEVELOPMENTS

We will be continuing to develop and add to the programme including:

- Bulk Purchase scheme
- New title scheme (next 6 months)
- Provide customisable consumer website

DISCOUNT INCENTIVE	
Extra discount for sign-up	
Retro discount for achieving agreed purchase targets	
STOCK RE-FRESH	
Stock refresh – % based on net purchases	
Mark down value (supplemented against purchase discount)	
Replenishment re-order	
PROMOTIONS & STOCK CONTROL	
Promotions through the year	
Supporting Point of Sale	
Bulk Purchase (in the Autumn)	
Monthly New Titles scheme	
Non-core POS (bags, stickers, generic posters etc)	
	SyneRgi Software – FREE
	Support (monthly £18.50) – FREE
	Till (Hardware purchase) – discounted
	Till Support (monthly £30.00) – discounted
Website – Personalised and customisable (within next 12 months)	
SUPPORT & SERVICE	
Area Sales Manager & Business Sponsor	
Executive team business sponsor	
ASM Business support	
Purchase/Sales analysis (monthly data tailored for your shop)	
Dedicated Customer Services team member	
Dedicated Forum	
Business Optimisation Tool Kit	
HR Support – Consultation	
Drop-ship bulk orders on the shop's behalf (6-12 months)	

BIBLES & RESOURCES	CHRISTMAS	SALE	SPRING
Bibles, Bible Study Materials, Commentaries, Groupware DVDs	Gifts for everyone	TBC	TBC
A5 catalogue – 16 pages, PDF Supplied to email	A5 catalogue – 32 pages, PDF Supplied to email	A5 catalogue – 8 pages, PDF Supplied to email	A5 catalogue – 16 pages, PDF Supplied to email
100 on offer, 20 new titles	150 on offer, 25 new titles	60 on offer, 10-20 new titles	TBC
A2 Poster, Shelf strips	A2 Poster, Shelf strips	A2 Poster, Shelf strips	A2 Poster, Shelf strips

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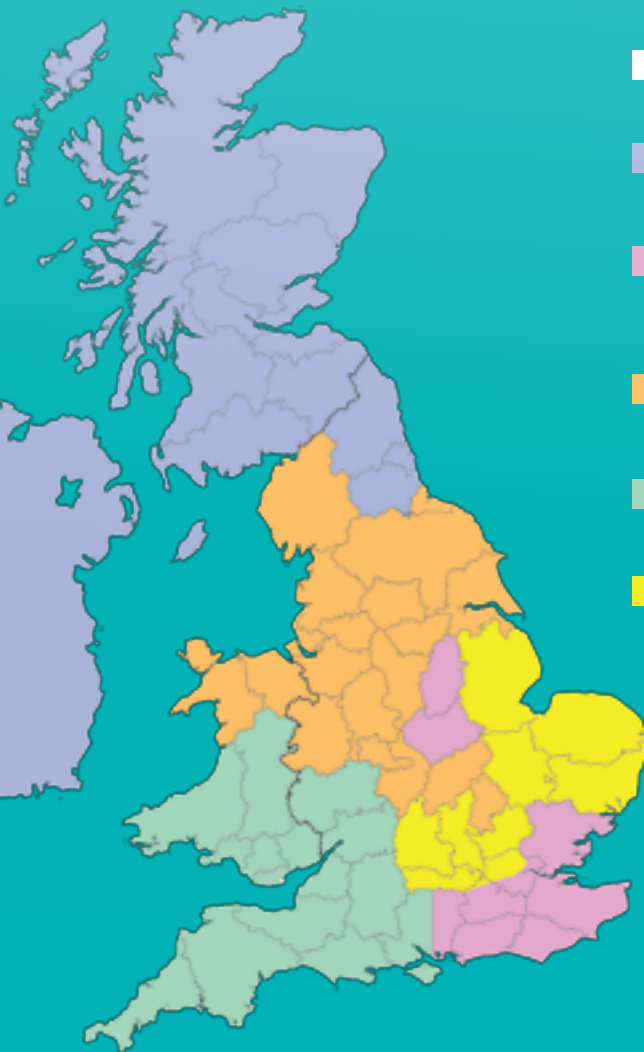
SPEAK TO YOUR AREA SALES MANAGER





TOGETHER IN MINISTRY

To find out more about the Retail Partnership Programme and how you can join, please speak to your Area Sales Manager.



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