

# 2023 Sourcewell RFP

## Marketing Plan Submission



### Sales Team Training

Training is an integral part of the culture at Shaw Industries. Shaw Commercial Learning Solutions is an award-winning department dedicated to training and is largely focused on sales training. This department will be key in developing our web video training and new hire training. The training will include:

- Ongoing training on the contract and key questions from the sales team.
- How non-members may join Sourcewell to take advantage of the contract.

### Marketing Training

- Training on marketing using the Sourcewell contract will be a part of ongoing national and regional sales meetings. Sourcewell personnel may deliver on-site training as appropriate.
- Special targeted trainings but on for small groups of sales members at a time where they can share best practices on leveraging Sourcewell – highlighting some of our Sourcewell champions on the sales team.
- Email templates crafted specifically to be used by sales and sent to both our dealer and end user channels to introduce and encourage the use of Sourcewell
- Leverage 50 state usage report to strategically target opportunities, quarterly



### Virtual Meetings/Web Calls

Initial divisional web calls with award announcement and training will be offered to the full sales team. Web calls will also be used throughout the agreement period to provide continued training and updates to the sales team.

### Marketing Material + Tools

Our sales team has 24/7 access online to the Sourcewell contract, marketing collateral and the Sourcewell member listing.

### Contract Support

- Brand marketing & sales support teams specializing in Education and Government markets that have a deep understanding of how to leverage and promote Sourcewell
- [Enterprise\(?\) marketing services](#) team responsible for supporting Sourcewell
- [A team focused on strategic accounts, aligned with sales divisions, that are experts and specialize in supporting across the US and Canada.](#)

### Value to Sales Team

Our sales force is compensated on commission and incentivized to promote contracts that drive volume.



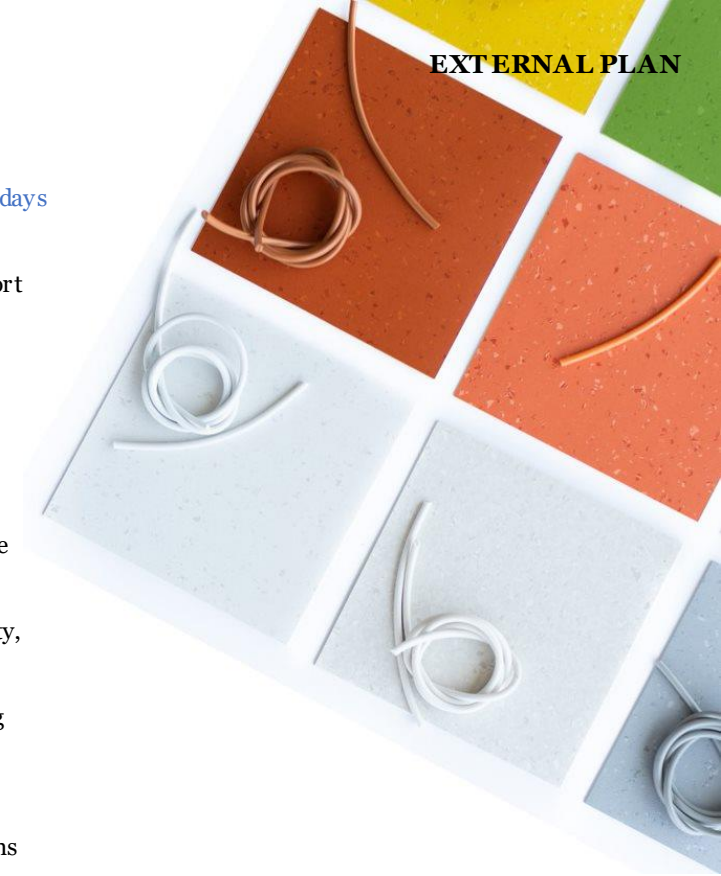
Shaw Industries' commercial flooring brands, Patcraft, Shaw Contract and Philadelphia, use a variety of tools including but not limited to:

- Email marketing
- Internet advertising
- Print advertising
- Marketing collateral
- [Social media](#)
- Public relations
- Trade show exhibitions and in market events
- Personal sales calls and presentations
- CEUs
- Visualization support



## Marketing Strategies

- Create and distribute a co-branded press release to trade appropriate industry publications within 30 days of agreement.
- Conduct regular training on Sourcewell to contractors/installers/dealers to expand installation support for Sourcewell contract customers. The training will include the benefits of working with Sourcewell members and ensure contract compliance.
- Send emails to Sourcewell members and potential members to announce the contract.
- Send refresh email campaigns throughout the contract term.
- Alert Sourcewell members with information about products that can be shipped in two weeks or less.
- Engage Sourcewell members and potential members with CEUs which are relevant topics that provide Continuing Education Unit credits.
- Engage our target audience with sustainability messaging around Shaw's commitment to sustainability, transparency, continuous innovation, market responsiveness, recyclability, and recycled materials.
- Develop case studies, collateral pieces, presentations, promotions, as appropriate. - Ensure marketing materials are available to sales staff 24/7 on our internal library.
- Develop full-color print advertisements in print-ready electronic format with logos. Shaw brands will work with Sourcewell to identify potential advertising opportunities. Examples of targeted publications
  - School Planning and Management
  - College Planning and Management
  - EFP Journal
  - Facilities Manager
  - Government Procurement



**For questions regarding the marketing strategy, please contact:**

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