

## **Trade Card**

Welcome to the ALL NEW Trade Card.

All of you will be aware that our pricing structure works on a discount basis subject to the value of the order.

We introduced this about 2 years ago for two reasons. Firstly that a number of our customers had advised that they were using our price list for pricing work when they were actually with the customer and, as the customer was able to see our price list, they were unable to make a profit on materials by asking for a higher price. With the discounted list, provided the customer could not see the front sheet, the contractor pricing knew he would make, at least, 10% profit on materials.

Secondly, we felt that members of the public were more likely to purchase in smaller quantities than a contractor, who would have the ability to put together a selection of orders and move up into a higher discount band. Indeed many customers will deliberately spend £400 to receive the maximum discount.

As with all ideas they need to be reviewed after a period of time. Also any pricing structure doesn't always suit 100% of customers.

With this in mind we have introduced a Trade Card which guarantees at least a 30% discount for 'genuine' Trade customers.

As we recognize that you are a 'genuine' Trade customer your cards are enclosed. Should you need more please ask.

These cards are fully transferable. As a recognized Trade customer you can send in whoever you want to purchase goods, even the wife's brothers best friends dog it's up to you.

Whilst we know and recognize many of our customers by sight we would stress that you need to show your trade card each and every visit otherwise the lower discount bands will apply.

To give you an edge over your competitors please rest assured that any new customers will have to apply for this card by proving they are a genuine contractor. A 'Bob Smith' who happens to do fencing will not be looked upon favourably until he proves he is a genuine contractor.

**Important-** The 'Tools' list, Waney lap and special offers are strictly nett and no discount is applicable.