



Zeljka One Management, LLC
dba **Green Way Pavements™**
NYS WBE Certified
PO Box 2927, Binghamton NY 13902
Voice: 607-724-2438
Fax: 716 -604-1937
info@greenwaypavements.com
www.greenwaypavements.com

Sales Partnerships Program

Sales Representatives, Affiliates and Dealer Hubs

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Green Way Pavements (GWP) offers a multi-progressive Sales Partnership Program for independent sales people to entrepreneurs. Opportunities exist from starting part-time entry-level sales expanding to larger inventory business structures. Entry-level sales people can easily expand their operations into more intensive career sales position or business structures that interface with already established concerns.

GWP serves as the USA Distributor for the Recycled plastic Permeable Grid-Paver Line of Products. These products are at the forefront of the construction “Green Environment” movement and are LEED point eligible. Our motto is: “Together, We Can Build a Greener Tomorrow.”

We offer a business opportunity for individuals and entrepreneurs to sell our elite product line within: Residential and Commercial Customers, Architectural Landscaping and Civil Engineering, Governmental and Educational Institutions, Erosion and Storm Water Control Developers, Agribusiness, Ranching and Environmental Farming solutions for soil and ground water preservation. Military and Equine sales require special considerations.

Our Program currently offers three types of Sales Partnerships: Independent Sales Representatives, Affiliates and Dealer Hubs. Descriptions of the three levels of participation are delineated below. But first, we’d like to tease you with the following: Imagine selling plastic grid-paver to a homeowner’s 50x50 square foot small driveway installation. You could make at about \$500.00 in commissions. How much would you earn if you sold a 100 x 100 square foot parking lot for a used car dealer? Now, how much would you earn if a golf course wanted to install 2 miles of plastic grid-paver at an 8 foot width for their golf carts? It takes about the same amount of energy to close a deal for each scenario presented.

It all depends on your expertise and comfort level. Find below what appeals to you and make your decisions with your best honest assessment. In all cases, you will win.

Independent Sales Representatives

For Sales Representatives, there are no investments or required inventory purchases. Actually, we provide a “Starter Kit” for you. It includes just about everything you’ll need to actually make a sale, you’ll be surprised at what you get. What is sought, though, is your willingness to learn, determination and passion to succeed and prosper.

Either an individual or an existing business may participate at this level. Sales Reps can also develop a Sales Team, which could set the groundwork for becoming an Affiliate.

The potential customer base for this level is wide open. However, the most common Points of Sale deals are with homeowners, small businesses, small landscapers, and townships. As time, product knowledge application and sales expertise increase, so will the Sales Rep’s customer base. Product Sales Commissions are primarily based on the Product’s Gross Retail Price sold, however, additional commissions can be made based on Installation projects.

The key to immediate financial success is combining product sales with installations sales. Not only can a Sales Rep earn commissions on selling plastic grid-paver but commissions can also be earned based on the square foot and complexity of the installation. Working directly with a “Landscaper for Hire”

is critically important, especially when starting up your operations. GWP has designed several Agreements to properly arrange a working business relationship with landscapers and Installation Sub-Contractors.

Simplified Order Process:

Understand that there is important detail to learn in the sales process. GWP will guide you step-by-step through the entire sales order process. We even provide SQUARE—the smart-phone payment system—to collect credit card payments on-site. GWP's office will process and set up delivery, logistics and process payments for you. Within 10 days of full payment received from the customer, Sales Reps should find a commissions check in the mail.

Pre-Affiliates and Affiliates

GWP is launching a new marketing and product sales plan called the Affiliate Program. Affiliates are the heart of GWP's expanding business. These could be organizations within the landscaping, construction paving and excavations, or established retailers. The intent behind this focuses on getting Paving-Excavation Contractors and Landscapers on board who already have established networks and can perform special plastic grid-paver Installations. We need at least one Affiliate in each State. As the Affiliate gains ground with customer sales, GWP will work to help by directing leads and customers into the Affiliate's territory. Eventually, the Affiliate can evolve as a Dealer Hub for GWP.

Two-Phase Approach: Level One is simply to entice the Pre-Affiliate (a potential Affiliate) to try us out: get some sample products and basic information. Let them explore the merits and potential of the plastic grid-paver and network their customers. Level Two occurs when the Pre-Affiliate realizes the merits of the Product, has performed several installations, signs a simplified Agreement and joins GWP Affiliate Program.

A Pre-Affiliate needs (1) to learn about plastic grid-paver product, applications, benefits (2) to share with heir customers information about plastic grid-pavers (3) when having potential customer that wants plastic grid-paver installation, Pre-Affiliate will purchase needed plastic grid-pavers (in layers or pallets) at Affiliate's wholesale prices, plus freight. (4) Pre-Affiliate can charge their customers any retail price that's appropriate for their needs. (5) The Pre-Affiliate will also do the installation of the product.

As an incentive to become an Affiliate, purchases 2-pallets and signs an agreement, GWP offers a special sign-up bonus: GWP will send to Affiliate a "Turn-Key Program Package" without charge. This Package contains sample boilerplates, templates and spreadsheets that require the Affiliate to customize into its business environment. This "Turn-Key Program Package" offers the Affiliate great insight into a working model of GWP, without burdening the Affiliate's time and expenses to create such documents. The "Turn-Key Program Package" consists of materials as follows:

- Business Plan...FREE!
- Marketing Plan ...FREE!
- Financial Plan ...FREE!
- Templates for Marketing and Advertising Materials: Brochures and Flyers, Business cards, Mailers and Door hangers ...FREE!
- Product and Installation Training Materials...FREE!
- Web site development and Social Media... optional, fee required

Affiliates maintain their own shelf-stock and/or back-stock inventories. Standard Affiliate Wholesale Prices are granted to Affiliates based on volume number of Pallets with plastic grid-paver ordered. Full pallet purchasing is required, but have no minimum annual purchase or sales requirements.

Generally, an Affiliate or Retailer is an Open-To-The-Public retail establishment who promotes and sells its products, with or without using a walk-in retail store, but act as a retail Point-of-Sale. GWP's Web Master (for hire) to support your Web Site Development media and linking is also available.

General compensation for Affiliates depend on the selling price differential between GWP's Wholesale Volume Price and Final Retail Value sold.

Dealer Hubs (Stocking Dealer)

Dealer Hubs buy directly from GWP, or Regional Distributors, and receives a special Dealer Wholesale Volume Discount Pricing. Dealer Hub follows minimum ordering standards, as per Dealer Hub's Agreement with GWP. Minimum order of one (1) truckload directly shipped to your warehouse by GWP approved Carrier Service and unloaded by your warehouse team.

Dealer Hubs maintains its own inventory and is able to set up local Reseller accounts. It serves GWP as a hub for inventory distribution. Dealer has the option to provide inventory for Sales Reps and Affiliates, and can set whatever retail prices and discounts for purchasers within Dealer's domain.

Based on the Agreement with GWP, terms of payment shall be established on a "per Dealer" basis. Typically, the compensation for Dealer Hubs depend on the selling price differential between GWP's Special Dealer Volume Price and Value of inventory sold.

Business Program Plans: Marketing Programs and Agreements

Affiliates and Dealer Hubs—"Don't reinvent the wheel." GWP has many proven and worthwhile documents that can help you get your business start-up strategies going quickly. Valued at over \$3,000, GWP offers a Business Program Plan Package that includes: (a) detailed Business and Marketing Plans specific to the plastic grid-paver business, (b) financial spreadsheets that provide business revenues and expenses, Cash Flow Projections, sales and commission for your goal setting (c) Marketing Materials sample boilerplates, templates and spreadsheets that require the Affiliate to customize into its business environment, including: installation training materials, PPTs, Flyers, and advertisement templates (d) as an option and at a reasonable fee: web site design, Social Media Package and liaison development with GWP's Web Master, which includes: basic web site development or inter-web links, Facebook, LinkedIn, and social media. These strategic documents took months and legal advice to develop and are provided to save you time and energy.

GWP's UMBRELLA SUPPORT POLICY

It is the intent of GWP to become the leading USA distributor of plastic grid-paver product systems. It also desires to become one of the leading educators of the "Green Environment Movement" and eventually produce many events and projects on behalf of the public. GWP believes that reaching out to all its Sales Organizations and the public propels constant growth. Below are just some of the business structures in place:

Technical and Product Support:

GWP will provide detailed technical support for any of its products as requested. Besides our expertise at the Binghamton Office, we have access to professionals in USA Manufacturing facility. Engineers and local governments generally require detail specifications of our product that are immediately available through GWP. GWP continues with its efforts to secure state and local procurement listing requirements, such as State and County DOT Listings.

Product Application Initiatives:

As the North American market becomes more receptive of the plastic grid-paver product systems, newer applications will emerge. Case studies from these applications will be immediately shared throughout the entire Distributorship, thus giving our Sales Team a heads-up lead to penetrate into existing clientele or open up new doors for business.

Cooperative Marketing and Sales Lead Incentives:

When all distributorships work together at Expos, National marketing Campaigns, and Regional Branding Programs, our Sales Team will be enabled to expand into new markets. Leads will be generated and passed on into the Sales Team and Affiliates that regionally can best serve the inquiring customer.

Content Marketing and Lead Generation:

GWP plans to develop a Content Marketing Software Program for Affiliates and Dealer Hub members. When available, members can purchase this content program. It offers the potential to market information by disseminating it into their existing customer base. This endeavor maintains your customer loyalty and consistently updates them of "Going Green" and other construction related permeability methods, products and services.

Technical Support:

Every effort by GWP to serve the customer will be sustained. Our Office staff and digital media resources will be available to serve customer's needs during normal business hours.

On-going Product and Sales Training:

This can be a team effort process. Whenever a member of our Sales Team has some product or sales wisdom to contribute, it shall be quickly shared digitally. Every idea, hint or strategy that can help our Team and Business grow serves the whole. The larger we are as an organization, the more the branding and public exposure.

Future Sales and Government Contracts:

As Civil Engineers and Landscape Architectural firms learn more about our plastic grid-paver systems, the features and benefits of the plastic grid-pavers will merit growing trend of sales. In Addition, GWP has been approved by NY State Economic Development Program and is now attained a status of the Women Business Enterprise ("WBE Certified"), which by law makes GWP eligible to bid and receive up to 20%+ of all government contracts initiated.

Digital Media Campaigns:

The public and retail communities need to know the benefits of our plastic grid-paver products. From living a more "Greener" environment and securing a more efficient financial outcome is paramount for our business. Your contributions and participation at Expos, National marketing Campaigns, and Regional Branding Programs are key to expansion and every effort to attend these functions should be on the top of your list. Participate, as a vendor or attendee, and make your presence know.

Virtually every person who visits our GWP web site provides positive feedback to us. Our Web Master is truly an expert in the field and believes that "Good content" is the key and that social networks, such as Facebook and LinkedIn, are excellent vehicles to connection ideas and businesses. Using Google and its venue of advertisement also serves to reinforce GWP and the plastic grid-paver brands. It's all about selling quality, satisfying needs and passion for positive change.

Your photos and articles will be posted on our web site. It's working together, keeping unity, and sharing knowledge that can make us stand out and be heard.

Decision Time Question... How Do I Get Started?

If you read this far, you probably had some sales experience or keen business sense. Should you feel comfortable and ready to join our Sales Team or become an Affiliate, then please get in touch with the Sales Rep who contacted you or call our Office at (607) 724-2438;
email: office@greenwaypavements.com

GWP will ask for your Resume or CV and arrange for your phone or Skype interview. Before the interview, we request that you seriously look through our web site (www.greenwaypavements.com) and become familiar and educate yourself with the Product's basics. Based on the discussion of your interview, we will send you the appropriate information.

We wish you the best!
Green Way Pavements