

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: September 21, 2016
SUBJECT: Dealer Portal and Education Platform

Valued Customer,

Research shows that consistent and continuous training gives 50% higher net sales per sales employee. What better way to sell Standlee products than to receive knowledgeable information straight from the source and our trusted nutritionists?

In an effort to assist your sales, we have two great resources to support your needs, the Standlee Dealer Portal and Education Platform, offering useful information when you need it, anytime of the day. Use during some down time for training or on the sales floor to assist consumers, making you the expert!

What can I find on the Dealer Portal?

- **Standlee Product Coupons** — Current coupon promotions to share with consumers, coupon redemption form for coupon reimbursement
- **Promoboxx** – Utilize this free social media tool for sharing useful content (that you don't have to worry about creating!)
- **Marketing Resource Library** – Product sheets, logos, images, branding guidelines, etc. for website and advertising needs
- **Literature** – Here you'll find nutritional papers and press releases
- **Hay U Training Videos** – Equine, Forage, Feeding and The Standlee Difference
- **Point of Sale Signage & Documents** – Signage to support on the floor sales

Register or Login at: <http://standleeforage.com/dealers/login>

What can I find on the Education Platform?

- **Hay U Videos** – Equine 101, Forage 101, Feeding 101 & The Standlee Difference
- **Company & Product Overview Videos**
- **Standlee Forage Finder®** - Assist consumers with finding the optimal forage type for their horse(s)
- **Standlee Feed Calculator®** - Help consumers calculate the ideal feed regimen and amounts
- **Nutritional Papers** – Educational info on gastric ulcers, Senior horse needs and many other topics

Register: <http://standleeforage.com/university/registration>

If you've already registered: <http://standleeforage.com/university/home>

We are currently in the process of revamping our training program. Stay tuned for new and improved tools to help train your sales staff on Forage, Equine Nutrition, Standlee products and so much more!

Contact your Standlee regional sales representative with any questions or training support needs. We are here for you!

