



AMERICAN EAGLE PROGRAM

Building Mutual Success

At American, we base our continuing success on strong, mutually rewarding relationships with our Builders. Because great relationships are built on great opportunities and incentives, the American Eagle Program provides an extra level of recognition and support because you have demonstrated outstanding leadership, commitment and loyalty. As an American Eagle Builder, you have exhibited the ability to sell American Building Systems and products yearly, but, volume alone is not the only criteria. You've also shown your intention and willingness to buy substantially from American, use ABC proprietary design and estimating software, and attend ABC Builder meeting and training seminars. Finally, you demonstrate the growth mindedness, financial acumen and business ethics valued by ABC. In short, you earned the right to be an "American Eagle!"

In return for your exceptional professionalism and dedication, American Eagle Builders enjoy a package of extra business benefits and support that's unique in the metal building industry.

Your annual status level is determined by previous year shipment volumes as well as financially keeping your account within agreed upon terms.



For those who
set themselves
apart.

As an American Eagle Builder you are also eligible for a variety of special incentives offered from time to time, based on your sales performance and percentage of sales volume increases measured over specific periods.

Bald Eagle

Basis of Qualification

Volume

Average annual purchases, over the past two years, of a minimum of \$100,000 or more in ABC products.

Financial

Maintain ABC account within agreed upon terms. Failure to keep account within current terms will cause loss of Bald Eagle privileges.

Requirements

- Substantially buy all metal building products from ABC
- Maintains and regularly uses eQuote for all appropriate building systems projects
- Attend Builder Meetings
- Embraces ABC principles/philosophies

Market Leadership

Potential for above average share in market area

Technology and Growth

- eQuote
- Receptive to ABC website and internet initiatives
- Commitment to significant market presence

Benefits of Membership

Co-Op

Eligible for ABC's co-op program. (Maximum - cap at \$1,500)

Rebate

Eligible for an additional 1/2 point cash discount as earned, payable in the form of an annual credit at the end of each calendar year. To earn credit, all invoices must be paid on discount terms. This Credit may be applied to an open invoice or order from the ABC Webstore. The Credit is valid only through December 31st of year it was received. Credit memo is issued by the Division Credit Rep.

Press Release Preparation and Submission Services

Free - through ABC agency of record

Training Programs - CICP & Strategic Sales

1 tuition at 50% discount (Annually)

Qualifications & Benefits continued on back

Golden Eagle

Basis of Qualification

Volume

Average annual purchases, over the past two years, of a minimum of \$250,000 or more in ABC products.

Financial

Maintain ABC account within agreed upon terms. Failure to keep account within current terms will cause loss of Golden Eagle privileges.

Requirements

- Substantially buy all metal building products from ABC
- Maintains and regularly uses eQuote for all appropriate building systems projects
- Promotes ABC as part of Builder business
- Attend Builder Meetings
- Embraces ABC principles/philosophies

Market Leadership

Above Average - High share in market area

Technology and Growth

- eQuote
- Receptive to ABC website and internet initiatives
- Commitment to significant market presence

Benefits of Membership

Co-Op

Eligible for ABC's co-op program (Maximum - cap at \$2,500)

Rebate

Eligible for an additional 1/2 point cash discount as earned, payable in the form of an annual credit at the end of each calendar year. To earn credit, all invoices must be paid on discount terms. This Credit may be applied to an open invoice or order from the ABC Webstore. The Credit is valid only through December 31st of year it was received. Credit memo is issued by the Division Credit Rep.

Press Release Preparation and Submission Services

Free - through ABC agency of record

Training Programs - CICP & Strategic Sales

1 free tuition (Annually)

ABC Product Literature

No charge for literature up to 25 pieces

\$Million Golden Eagle

Basis of Qualification

Volume

Average annual purchases, over the past two years, of a minimum of \$1.0 million or more in ABC products.

Financial

Maintain ABC account within agreed upon terms. Failure to keep account within current terms will cause loss of \$Million Golden Eagle privileges.

Requirements

- Substantially buy all metal building products from ABC
- Maintains and regularly uses eQuote for all appropriate building systems projects
- Promotes ABC as part of Builder business
- Attend Builder Meetings
- Embraces ABC principles/philosophies

Market Leadership

Above Average - High share in market area

Technology and Growth

- eQuote
- Receptive to ABC website and internet initiatives
- Commitment to significant market presence

Benefits of Membership

Co-Op

Eligible for ABC's co-op program (Maximum - cap at \$3,500)

Rebate

Eligible for an additional 1/2 point cash discount as earned, payable in the form of an annual credit at the end of each calendar year. To earn credit, all invoices must be paid on discount terms. This Credit may be applied to an open invoice or order from the ABC Webstore. The Credit is valid only through December 31st of year it was received. Credit memo is issued by the Division Credit Rep.

Press Release Preparation and Submission Services

Free - through ABC agency of record

Training Programs - CICP & Strategic Sales

- 1 free tuition (Annually)
- 50% discount on next 4 attendees (Annually)

ABC Product Literature

No charge for literature up to 25 pieces



American Buildings Company

Marketing Information Line: 888.307.4338

www.americanbuildings.com

**Innovation.
Technology.
Solutions.**