



# OPERATION PLAN AHEAD

## GOAL

The goal of this premiere sales program is to generate and matriculate long term relationships between AVID Market Managers ("MM") and the builders in their target market.

## TERM

October 1 – December 31

## PROGRAM

AVID is using a "FREE Plan" promotion to give AVID MM's the ability to engage and consummate relationships with local builders.

## PARAMETERS

- Only one free plan set per builder
- Offer is valid for only on-line plans marked with a gold star.
- Offer includes one complete set of plans output to standard bond paper.
- The plan is NOT to be used for home buyers. **ONLY Builders.**



## PROCEDURE

Operation Plan Ahead ("OPA") is a coupon based promotion that offers FREE House Plans to single family residential home builders. Redeeming the coupon for a FREE plan set is simple and will encourage face-to-face meetings with the MM and future customer.

## ABOUT THE COUPON

The coupon is a six panel brochure that measures 11" wide by 8.5" high. The coupon is meant to be "hand-delivered" to the prospect. It details features of the program including:

- Six easy steps to getting the FREE plan.
- A unique identifier code
- A postage paid Coupon Validation Form ("CVF").
- A description of AVID Services and its value proposition.
- A description of the coupon value and offer
- A licensing agreement

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The coupon can be redeemed for one free plan set printed on standard white bond paper. Customers are not permitted to reproduce copies of the plans. Should the customer require additional copies, AVID can produce them at \$1.25 per sheet.

The coupon can also be redeemed for 25% off any other online plans or 5% off any custom design.

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## INITIATING THE PROCESS

Each MM will be given 50 coupons. Each coupon has a unique identifying number to prevent duplication and any possible errors in tracking.

HQ will generate a list of builders within 20 miles of each MM location. This list will serve as a prospect pool for MM. The list will be created from information derived from Dunn & Bradstreet, a company that is well known for its business knowledge and information.

This list will be uploaded to the On-Line Lead Management system. Upon upload, the builders in each MM area will be assigned to that MM.

HQ will execute a direct mail campaign to contact each prospect on the list. Each prospect will receive a direct mailer (sample in "Reference" section). Your name will be included in this initial mailing. When you receive your mailer at your location, you can be assured that your prospects have received their mailer (or will be receiving their mailers in the next day or two).

The mailer instructs the prospect to act in two ways:

- They can mail in the Business Reply Card back to HQ (Details in "Business Reply Card" Section).
- They can call HQ and talk to a representative (Details in "HQ Direct" Section).

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## YOU DO NOT HAVE TO WAIT FOR THE BUILDER TO REPLY TO THE MAILER!

Use the mailer as an "ice breaker" during an initial call to the prospect. "Did you receive a mailer from us recently?" "Can we meet and discuss this tremendous offer!" The prospect in your area that received this mailer will be on the OLMS.

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## THE PROGRAM IS NOT LIMITED TO THIS LIST.

Other builders in the MM market NOT on the list are eligible for this program. To ensure you get credit for the prospect and future commissions, be sure to upload all new prospect and current customer information to the OLMS.



## THE BUSINESS REPLY CARD

The Business Reply Card ("BRC") costs the prospect nothing to mail. The prospect does not need to fill in any information or answer any questions. They merely drop the card in a mailbox and it is automatically mailed to HQ.

### RECEIPT OF THE BRC

When the card is received at HQ, the following events will occur:

The prospects name and zip code – printed on the card prior to mailing - is cross referenced with their contact information on the mailing list.

The prospect will be contacted by HQ to:

- Confirm the prospects information – Phone, contact name, address, etc.
- Inform the prospect that the MM (by name) will make arrangements to deliver a coupon to the builder.

The MM will be notified that via Lead Manager On Line that the prospect has returned the BRC to HQ.

### CONTACTING THE PROSPECT

As soon as possible, the MM should contact the prospect and arrange a personal meeting. This meeting should be conducted where Internet access is possible. This can be done at the builders office, FedEx Kinkos, Panera bread, Hampton Inn's for example. This will allow you to aid the builder with the selection of the plan and provide information on all of AVID services.

**DO NOT SEND OR MAIL THE COUPON TO THE BUILDER.** The coupon is your opportunity to meet the builder and build a relationship. Mailing the coupon takes away our value proposition – our personal service provided by our MM's.

### MEETING THE PROSPECT

Follow all professional guidelines for dress and manner when making your first impression. Get to know the builder before you meet them and try to understand their style of building and scope of their work.

Your personal meeting with the builder is your opportunity to explain the FREE coupon program, demonstrate the online access and begin the process of making this builder a lifelong loyal customer. Follow these guidelines when explaining the coupon program:

- This is your coupon for a FREE plan from our online plan library. Let me explain how the offer works.

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- Would you like me to show you how the online service works.
- Only plans in the library marked with a gold star are eligible for the program (there are over 100 plans marked this way in all sizes and styles).
- What kind of plan are you looking for?
- Would you like me to help you find a plan?

Once you locate the plan, the builder needs to fill out the CVF ("Coupon Validation Form") and include the plan number on the CVF.

If you helped the builder find the plan, you can help the builder fill out the CVF.

If the builder plans to search on their own in the near future, explain the way the coupon works and explain the requirements of the CVF (see "HQ Direct" section for details)

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### FILLING OUT THE CVF – IMPORTANT!

**Four items are required to validate the coupon:**

1. PLAN Number – gold star online plans only
2. The box must be checked stating that this builder is licensed.
3. The box must be checked stating the builder understands licensing agreements
4. The BUILDER MUST SIGN THE CVF!

**Without the completion of all four items, the coupon offer is not valid.**

The CVF is a postage paid card that can be put into any US Post Office Box

If you need to expedite the process, you can copy and fax the CVF to HQ.

The CVF form is required for copyright and licensing purposes.

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### AFTER THE CVF IS COMPLETED

If you helped the builder find the plan and complete the CVF, you have the perfect opportunity to up-sell the customer. You should follow the "Up-sell Schedule" later in this document.

### HQ DIRECT

The prospect may elect to continue their plan search and mail the CVF at a later time. Be sure to reiterate the important information required on the CVF.

Once received at HQ, the Design Coordinator will follow the "Up-sell Schedule" and provide results of the up-sell efforts to the MM through the OLMS.

The MM may be required to visit the prospect or support the efforts of the HQ staff during and after the up-sell efforts.



## UP-SELL SCHEDULE – THE BACKBONE OF THIS PROMOTION!

The Up-sell process of Operation Plan Ahead is the most important part of the entire program. This is the time where you can earn money and customer loyalty. Use the fact that the customer receives a plan worth \$700 to \$1500 (use the actual retail value shown on line) for FREE. Using this fact can help the prospect rationalize the expenditures for Special Packages or alterations. The schedule below will give you important conversation points to engage the customer and capture valuable added value options from the customer.

- Is the stock plan exactly what you need?
- If not, can we discuss the changes you would like?
- We can provide FREE quotes on these changes prior to commitment.
- "If you spend \$500 on changes, you are getting a plan worth more than \$2000 for only \$500!"
- Do you need additional renderings or artwork?
- We can create different elevations for alternate aesthetics.
- We can create versions with a basement and without a basement or with a two-car garage and with a three car garage.
- As always, we provide FREE quotes for all of these services.
- Do you need to apply any Special Packages like A-Value?
- Explain the virtues of A-Value (again play on the fact that the basic plan is FREE)
- A-Value allows you to use A-Walk for virtual walk through and modeling.
- A-Value may be available for the online plan you chose.
- Explain the fact that any of the plans can be converted to a Concrete Block layout.
- How many copies do you need for your subs (framers, roofers, etc.)
- Remind the customer that the coupon is good for one plan set printed on standard bond paper.
- Additional sets copies can only be provided by AVID.
- Encourage them to order the copies now so all the plan sets can be shipped at the same time to save shipping costs.
- Additional copies are \$1.25/each. It is listed on the coupon.
- THANK the customer for their business and let them know you will contact them when the plan sets are mailed.

### IMPORTANT NOTES ON THE UPSSELL!

- Remember, the AVID value proposition is **PERSONAL SERVICE**.
- Promise, promote, and provide **PERSONAL SERVICE**.
- Operation Plan Ahead **IS NOT A ONE TIME CLOSE TO GET ONE SALE!**
  - **DO NOT** hard sell the prospect and try to close them quickly.
  - This program is about building relationships for a long term revenue stream.
- The efforts executed during this promotion will set the stage for all future business with this prospect. Be sure to follow up and follow through!

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**PRICING AND COMMISSIONS**

Pricing for Operation Plan Ahead is standard as follows:

Item	Standard Pricing	w/Coupon	Commission
<b>Initial Consultation &amp; Quotes</b>	FREE	FREE	0%
<b>1<sup>st</sup> Generation Plans</b>	Online Pricing	Gold Star Plans = FREE Online Plans = 25% off	20%
<b>1<sup>st</sup> Generation Plan Revisions</b>	\$130/hour – quote	\$123.50/hour – quote	10%
<b>1<sup>st</sup> Generation A-Value Plans</b>	40% of Online Price	40% of Online Price	15%
<b>Custom Plans</b>	\$1.50/square Foot	\$1.43/Square Foot	10%
<b>Custom A-Value Plan</b>	\$1.25/square foot	\$1.19/Square Foot	10%
<b>Hourly Charges</b>	\$130/hour – quote	\$123.50/hour – quote	10%
<b>Plan Reuse</b>	\$250	\$250	20%
<b>Other A-Value Plans</b>	\$130/hour – quote	\$123.50/hour – quote	10%
<b>Renderings</b>	\$130/hour – quote	\$123.50/hour – quote	10%
<b>Marketing</b>	Quote	Quote	12%
<b>Advertising</b>	See Media Guide	See Media Guide	20%
<b>Other</b>	Quote	Quote	8%

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**REFERENCE**

Abbreviations:

- OPA = Operation Plan Ahead
- HQ = AVID Studio location in Matthews, NC
- MM = AVID Market Manager
- BRC = Business Reply Card
- OLMS – Online Lead Management System (Leadmaster.com)
- CVF = Coupon Validation Form

Gold Star Reference:



Sample Coupon:

Sample Mailer:

**It's TRUE! An entire set of home plans, FREE!**

Detach the mail reply card from this page and place in any US Postal Box. We'll deliver a coupon good for a free set of house plans, right to your door!

OR

Call your local AVID Representative

To have your coupon delivered immediately!

No purchase necessary. No hidden costs! Just get free plans for your next build ABSOLUTELY FREE!

800.250.AVID (2543) [www.AvidHomeStudios.com](http://www.AvidHomeStudios.com)

- Choose plans from our on-line library!
- Customer support plan to your needs!
- Personal In-house Service
- Rapid Development

\*Subject to program restrictions

**A FREE HOME PLAN!**

**Choose from \$150,000.00 in Inventory!**

Available for Immediate Delivery!

is waiting for: **<Company Name>**

Details inside!