

YOUR BIOZYME® DEALER

ACTION PLAN!



ARE YOU READY TO
TAKE ACTION
AND
GROW YOUR
BUSINESS?



YOUR DEALERSHIP IS NO DIFFERENT THAN RAISING LIVESTOCK.

QUALITY INPUTS (action) increase PERFORMANCE (sales) and drive GAINS (growth)



THE ULTIMATE GOAL

The tasks you will find within this plan are a tried and true foundation for growth. We understand everyone's individual goals may differ; however, it is our goal to help grow your business as a whole - which is why we created the BioZyme Dealer Action Plan.

The plan is composed of the Action Rewards Program and the Growth Program. Learn more about the Growth Program below and the Action Rewards Program starting on page 13.

ANNABELLE'S BOOST YOUR BUSINESS TIPS

Interested in applying good business building practices to your daily routine with growth in mind? Use the additional "BOOST YOUR BUSINESS" tips from Action Annabelle for an extra boost to achieve results.

WHERE DO YOU WANT TO LAND?

BIOZYME DEALER GROWTH PROGRAM





PLATINUM DEALER

- Receive an EXCLUSIVE VIP experience with BioZyme team members- Director of National Sales and Area Sales Manager
- Guaranteed 2% of total sales from prior year will be allocated toward BioZyme approved marketing plan
- All expenses paid invite for up to two people to annual Dealer Retreat
- Priority ordering

Score 3,000+ Action Rewards Points, Action Score Card Score of 31 or above AND \$300,000 in total sales

PLUS 2 OUT OF THE 3 OF THE FOLLOWING:

- \$5,000 in Animal Health product purchases
- Total purchases increase annually by 2% or more
- Carries 5 BioZyme brands and purchases each annually



GOLD DEALER

- Invite for up two people and up to \$500 expense reimbursement to annual Dealer Retreat
- Guaranteed 2% of total sales from prior year will be allocated toward BioZyme approved marketing plan

Score 2,250-2,999 Action Rewards Points, Action Score Card Score between 29-31 AND \$100,000 in total sales

PLUS 2 OUT OF THE 3 OF THE FOLLOWING:

- \$3,000 in Animal Health product purchases
- Total purchases increase annually by 3% or more
- Carries at least 4 BioZyme brands and purchases each annually



SILVER DEALER

- Invite to dealer retreat but no reimbursement (you will receive 500 action rewards awards points for attending)
- Guaranteed 2% of total sales from prior year will be allocated toward BioZyme approved marketing plan

Score 1,500-2,249 Action Rewards Points, Action Score Card Score between 26-28 AND \$25,000 in total sales

PLUS 2 OUT OF THE 3 OF THE FOLLOWING:

- \$1,000 in Animal Health product purchases
- Total purchases increase annually by 4% or more
- Carries at least 3 BioZyme brands and purchases each annually



BRONZE DEALER

- BioZyme Swag Pack with your choice of retail merchandising and apparel

Score 1,499 points or below Action Rewards Points, Action Score Card Score between 21-25 AND \$10,000 in total sales

PLUS 2 OUT OF THE 3 OF THE FOLLOWING:

- \$500 in Animal Health product purchases
- Total purchases increase annually by 5% or more
- Carries at least 2 BioZyme brands and purchases each annually



BOOST YOUR BUSINESS TIP

For more information on what products are Animal Health products visit the product center of the Online Dealer Center.

As soon as you reach the next level you will be eligible to redeem those benefits. As long as you stay on target you will continue to maintain your dealer status until you reach the next level.

GROWTH MADE SIMPLE

DEALER ACTION SCORECARD CALCULATION

WHAT PRODUCTS DO YOU CARRY THROUGHOUT THE YEAR?

DIVERSITY - 10 PTS



1 POINT FOR EACH BRAND | 4 POINTS FOR ANY ANIMAL HEALTH PRODUCT

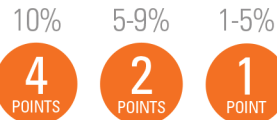
PRODUCT KNOWLEDGE - 6 PTS



TRAINING

GROWTH - 4 PTS

GROWTH PER YEAR



3 POINTS REGULARLY (ONCE A MONTH) LOG-IN TO THE ONLINE DEALER CENTER

3 POINTS COMPLETE 10 OF THE TRAINING VIDEOS AND PASS THE RELATED QUIZZES

ACTION CLASSIFICATIONS

0-19 POINTS BASIC

Dealers who maintain business rather than focus on growth



20-30 POINTS INTERMEDIATE

Dealers who grow by some amount year after year and are dedicated to taking the steps necessary to establish a great training/marketing strategy for their business so it will grow.

31-35 POINTS ACCELERATED

Dealers with a strong willingness to assess their goals, work at implementing all the ACTION tools to facilitate doing great business and who have proven their commitment by significantly growing their tonnage year after year.



MARKETING & SALES SUPPORT - 15 PTS

MARKETING

EVERY 250 ACTION REWARDS POINTS = 1 SCORECARD POINT
UP TO 15 SCORECARD POINTS TOTAL

*SEE PAGES 13-14

15 POINTS



YOUR ACTION PLAN

At BioZyme, we believe that **ACTION = GROWTH.**

Always remember, **ANY ACTION WILL BE REWARDED!** We have created this Action Plan as a guide to help you grow your business to be as successful of a dealer as you want. We have several tasks that qualify for Action Rewards Points. Checkout page 13 and 14 for more information on what action gets points. BioZyme rewards creativity and values any action taken to grow your business. Send a detailed explanation of your choice of action used to drive growth to the Action Team at support@biozymeinc.com. They will evaluate and award the appropriate amount of points. If you need any help with any of the items in your action plan, contact your ASM or the Action Team. Contact information can be found on page 15.

GET TRAINED

RECOMMENDED ACTIONS:

- Review the Product Guide
- Read Monthly Print and E-Newsletters
- Sign Up for and Start Using the Online Dealer Center
- Review and Order Literature
- Get Training/Sales Call from Your ASM
- Complete Dealer Survey
- Attend Dealer Retreat
- Up-to-Date on All Master Dealer Courses
- Host an After-Hours Dealer Training Session

GET THE WORD OUT

RECOMMENDED ACTIONS:

- Submit Your Contact List
- Order and Display Proper Signage or Create an In Store display
- Build a Database of Prospects
- Market Products to Customers & Prospects
- Advertise with Eblasts, Group Messaging, Local Publications, Websites or Radio stations
- Use Social Media
- Ask Your Customers for Referrals
- Run a Promotion/Discount
- Schedule Your First Producer Meeting or Open House

BE SEEN

RECOMMENDED ACTIONS:

- Outfit Your Staff with BioZyme® Merchandise or Co-Branded Swag
- Secure a Display for events or Retail Merchandising or for your store
- Attend Local Events
- Make Regular Sales Calls with your ASM

PROVIDE VALUE-ADDED SERVICES

RECOMMENDED ACTIONS:

- Create a Customer Loyalty Program
- Use the Ration Request Services
- Communicate with Your Customers about Your Value Added Tools

PAGE 8

TIMELINE:

POINTS:

100 POINTS
50 POINTS
500 POINTS
500 POINTS
50 POINTS

PAGE 10

TIMELINE:

POINTS:

50 POINTS
150 POINTS
50 POINTS
25 POINTS
250 POINTS
250 POINTS

PAGE 13

TIMELINE:

POINTS:

50 POINTS
150 POINTS
50 POINTS
100 POINTS

PAGE 14

TIMELINE:

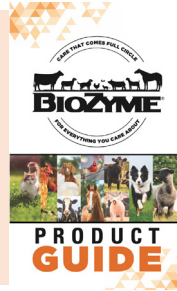
10 POINTS

GET TRAINED



REVIEW THE PRODUCT GUIDE

Within two weeks of receiving your dealer starter kit, thoroughly review the enclosed Product Guide. Encourage others on your sales team to do the same.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

READ THE MONTHLY BIOZYME® VISIONS NEWSLETTER AND BIOZYME® E-NEWSLETTERS

Keep up to date on offers and product information by reading the BioZyme E-Newsletters along with the BioZyme Visions which will be printed and emailed to your dealership. Be sure to add enews@biozymeinc.com to your email address book to ensure they are delivered to your inbox. Encourage your sales team to do the same.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

SIGN UP FOR AND GET ACQUAINTED WITH THE ONLINE DEALER CENTER

Sign into the Online Dealer Center with your customer number found in the Welcome Aboard email and/or your invoices. Once logged in, be sure to sign up for the Action Awards portion of the BioZyme Dealer Rewards Program and watch the training videos on the Master Dealer tab to start earning points for prizes. Encourage your sales team to do the same.

See next page for additional guidance on accessing the Online Dealer Center.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

REVIEW AND ORDER LITERATURE

Sign into the Online Dealer Center and click on SAMM Center. Here you will find a full list of the available literature that can be downloaded as a PDF or ordered using the Online Dealer Center form.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

GET TRAINING FROM YOUR ASM

Call, email or text your ASM to get as many in-person training sessions as desired for you, your sales team and your customer service staff on AO-Biotics® Amaferm®, Sure Champ®, VitaFerm® Concept•Aid® and other BioZyme products.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

ONLINE DEALER CENTER

Below is a brief overview of how to access the Online Dealer Center. Give us a call at 816-238-2236 and ask for Online Dealer Center support with any questions.

SIGN UP

If you need a Dealer Center account, please contact a BioZyme Action Team member at support@biozyme.com. They will send an invitation email to set up your account.

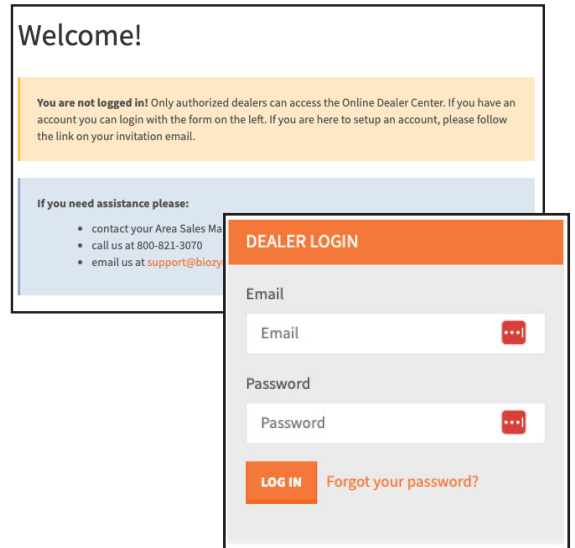
RETURNING TO THE DEALER CENTER

Once registered, you can access the dealer center any time by going to www.biozymedealer.com and logging in with your email address and password.

ONLINE DEALER CENTER NAVIGATION

Here is a list of available options in the Online Dealer Center. For more information on any of these items, contact marketing@biozymeinc.com.

- Online Ordering
- Personalized Dashboards
- Message Boards
- Searchable Product Center
- Training Videos
- Marketing & Sales Aides
- Educational Resources



BIOZYME[®]
INCORPORATED
DEALER CENTER

YOUR ASM
Jenette Masarie
ASM - Colorado, Wyoming, Utah
(816) 344-5746 ext. 2110 (office)
(650) 207-1782 (cell)
jmasarie@biozymeinc.com

My Account
My ASM
Customer Support

[SIGN UP FOR TEXT ALERTS](#) [JOIN THE DEALER FB GROUP](#)

HOME ORDERS PRODUCTS TRAINING RESEARCH BUSINESS TOOLS MARKETING NUTRITION REWARDS SUPPORT

VitaFerm[®]
REPRO MAXx[®]
MASTER DEALER
ON DEMAND
NOW AVAILABLE

DEALER DASHBOARD YTD

Monthly Purchases Overall \$

Month	Monthly Purchases (\$)
JAN	~50k
FEB	~25k
MAR	~50k
APR	~100k
MAY	~100k
JUN	~50k
JUL	~25k
AUG	~50k
SEP	~25k
OCT	~100k
NOV	~100k
DEC	~50k

GET THE WORD OUT



GATHER AND SUBMIT YOUR CUSTOMER CONTACT LIST

Gather and submit your customer contact list including emails to BioZyme® as a .csv or .xls electronic file or on paper. BioZyme will send the contacts on this list the New Dealer Announcement mailing that informs your customers that you are now carrying BioZyme products.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

BOOST YOUR BUSINESS TIP



This list should include anyone that you have ever invoiced for products. You should be able to export this list from your accounting or point of sale (POS) software. If you do not utilize accounting or POS software in your business, give us a call so we can help you organize this information. This will be the most important step in creating great lines of communication between you and your customers!

ORDER AND DISPLAY PROPER SIGNAGE

Be sure to hang the signage that was included in your dealer starter kit. Signage should be easily visible from the road or as customers enter your store. If you need additional signage, you can order more by visiting the Online Dealer Center and clicking on "Marketing - SAMM Center."



BOOST YOUR BUSINESS TIP

You might also consider ordering branded business cards as a way to promote a consistent and professional image.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

BUILD A DATABASE OF PROSPECTS

Work on building a strong list of prospects with all of their contact information including their email address. This list should include the names of at least enough producers to represent 8,000 cattle customers/prospects.



BOOST YOUR BUSINESS TIP

Review and update this list after each mailing. Sending the items Return Service Requested will ensure you get back any undeliverable pieces of mail with the recipient's new address.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

MARKET PRODUCTS TO YOUR CUSTOMERS AND PROSPECTS

Each month, focus on a different product to market using direct mail or an e-blast. For example, from January through March use Concept•Aid® as the focus. Contact marketing@biozymeinc.com to provide these product marketing pieces to you.



BOOST YOUR BUSINESS TIP

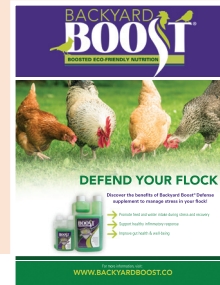
Sign your customers up for our enduser eblast list based on brand and our brand managers will send out monthly eblasts to your prospects for FREE!



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

ADVERTISE WITH LOCAL PUBLICATIONS

Place print ads and/or radio spots each month for 12 consecutive months in a local agriculture based magazine or newspaper. BioZyme® can get the ad designed and ready to go for you.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

ASK YOUR CUSTOMERS FOR REFERRALS

Encourage customers to tell their friends about the benefits of BioZyme products. Consider enticing them to do so by offering discounts, BioZyme brand apparel or some other incentive if you secure a new customer from this refer a friend program.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

SCHEDULE YOUR FIRST PRODUCER MEETING

Within 60 days of becoming a dealer, identify and create a list of at least 80 prospects representing at least 4,000 animals that should attend an initial producer meeting (invite three times more people than you actually want present). Submit this list in the Marketing Request in Dealer Center under the marketing tab. Once request has been approved, an invitation will be mailed to these people on your behalf. The invitation can be customized to include additional speakers or vendors.

See next page for tips on building your prospect database.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

SEND LIST OF WHO ATTENDED PRODUCER MEETING TO BIOZYME

Provide a complete list of the meeting attendees to BioZyme that includes addresses and emails. BioZyme will send a follow-up email for you after the successful meeting is over as a way to thank your guests and provide any follow-up information that may need.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED



BOOST YOUR BUSINESS TIP

You can use your initial invite list to save time. If the attendees were on your initial contact list, you don't have to resubmit their information, just provide their names.

PLAN SUBSEQUENT PRODUCER MEETINGS

It is recommended that you hold a producer meeting at least twice a year. This gives you an opportunity to reach new customers and introduce current customers to additional products. It also reinforces your commitment to provide education about new, innovative products for your customers so they learn to rely on you as a resource for bettering their operations. Contact your ASM to discuss the results of your first meeting and make plans for additional meetings within the year.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

YOUR CUSTOMER LIST

Your current customers provide the most opportunity for growth in your business. Maintaining this list and updating it as contact information changes will be just as important as building your prospect list. Be sure that your current customers receive all of the same mailers, promotions and other information that you send to your prospect list.

CREATING A PROSPECT LIST

There are many resources available to you as a business owner to help you develop a good prospect list. Some ideas of ways you can grow this list include:

- Membership directories from area livestock organizations (i.e. state cattleman's association or state breed association)
- Cross-promotional efforts with complementary businesses such as veterinarians, animal health suppliers, A.I. and E.T. representatives, sale barns and the local university livestock specialist or county agent.
- Promotion or affiliation with local/county shows and/or rodeos and their board of directors
- Referrals from current customers
- Address/Information sign-up form on your website or in store
- Social media promotions that encourage data collection

SUBMITTING YOUR LIST TO BIOZYME

The main purpose of submitting your customer and prospect lists to BioZyme is to allow us to help you better communicate about your product offerings and upcoming events/promotions. This key piece of information is the lifeline between you and your customers, and we can take care of all the entry work for you.

Here are several suggestions for ways to send this to our office.

1. Excel File (preferred method)

- The easiest way to submit and maintain your customer list is using an Excel file. Your current customer list can most likely be exported from your accounting software. It is important that the list contain first and last name, address, city, state and zip code. If you have email addresses and phone numbers, pat yourself on the back! Email this list to marketing@biozymeinc.com to get the word out in an impactful way.

2. Any Digital Format

- There are a number of scenarios in which you may not have this information in Excel, but it could be in Word or contained within a software program that has export options that do not include Excel. Email any of these formats to marketing@biozymeinc.com.

3. Let Us Help

- We understand you may not have this information organized or easily accessible. If you aren't sure where to start, we are willing to do anything in our power to help! We cannot stress the importance of this step. Find our contact information on page 15.

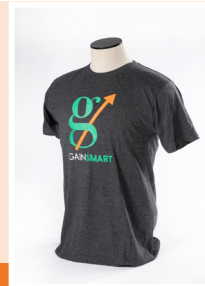




BE SEEN

OUTFIT YOUR STAFF WITH BIOZYME MERCHANDISE

Visit “Marketing - SAMM Center” in the Online Dealer Center. You can choose between categories (hats, pullovers, etc.) or Brands for a full list of available merchandise.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED



BOOST YOUR BUSINESS TIP

Participating in the Dealer Action Awards Program and earning Action Awards points is a great way to get these items for free.

SECURE A DISPLAY FOR EVENTS

Contact your Area Sales Manager (ASM) to determine the feasibility of a booth or display at related trade shows in your area and then contact BioZyme to secure a pull-up and/or display ideas. Your ASM can help man the booth if so desired.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

ATTEND LOCAL EVENTS

Create a calendar of upcoming events and then attend livestock shows and other ag related events in your area, including county and state fairs, to ensure potential customers get to know you and that you offer VitaFerm®, Sure Champ® and other BioZyme products.



BOOST YOUR BUSINESS TIP

You can order trade show sign in cards for your booth in the Online Dealer Center by visiting “Marketing - SAMM Center”. Have each person you speak with at your booth fill the form out and offer a small gift such as a coupon or other giveaway for doing so. Once you arrive home, type these responses into an excel file for easy submission to BioZyme and for your business use.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

MAKE REGULAR SALES CALLS

Coordinate with your ASM to make sales calls to key producer prospects. Use the dialogue below to help you get started.

“Hi _____. I wanted to let you know that I am now carrying the VitaFerm line of mineral. You might have seen the mailing, but I wanted to call you especially because I think you’re a good fit with the mineral program they have to offer. Have you ever heard of VitaFerm?”

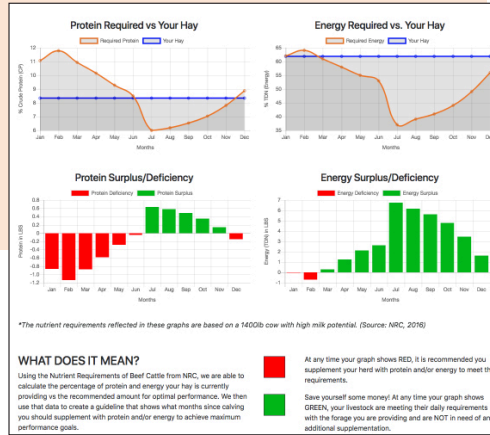
CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

PROVIDE VALUE ADDED SERVICES



CREATE A CUSTOMER LOYALTY PROGRAM

Create a loyalty program by using BioZyme®'s free services showing how forage testing, ration balancing and comparing feed commodity prices can add value to your customers' bottom line and ensure maximum animal performance.



CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

USE THE RATION REQUEST SERVICE

Set a goal to submit at least one ration request and/or forage analysis per month.

BOOST YOUR BUSINESS TIP

You can access the ration request and other forms in the Online Dealer Center under "Nutrition."



BIOMIX BALANCING SERVICE REQUEST

The expert team of feed professionals stands ready and willing to help your customers with their ration and nutrition questions. Before balancing your share with feed back orders, but to obtain a specialized ration, please email us first to discuss an accurate and comprehensive analysis. The availability of today's nutrients, obtained from the BioZyme Feed Resources' expertise with feed analysis of available quality and quantity, increases accurate and timely requests to maximize the economic value of ration balancing programs.

HOW TO SUBMIT A REQUEST

1. Please click on the button below to access the form.
2. Fill in the form and click submit.
3. The request will be sent to BioZyme, Inc.
4. The request will then be forwarded and reviewed by Susan Rey and reviewed by Kevin Skubias.
5. The order will be sent back to you via email. A copy of communication will be maintained with the request and ration for future documentation.

BIOMIX REQUEST

FORAGE ANALYSIS

Using hay samples to be analyzed to cost least that can be used to ensure the nutrient requirements of animals are being met. By having a general idea of the quality of forage animals are consuming, one will have the knowledge needed to formulate the lowest cost ration possible to meet performance expectations.

HOW TO SUBMIT A REQUEST

The feed request for analysis should include a dry protein and energy sample. A gallon in available plastic bag and a clean 5-gallon bucket. Making hard grab samples, you will need payment number, a gallon in available plastic bag and a 5-gallon bucket.

1. Select a clean plastic bag and fill it with your sample.
2. Make a sample from all the available hay in the field.
3. Sampling with your hands: Reach your hand into the hay with your sampling tool. This can be more difficult when bales are wet or when the hay is very mature. In those cases, it is important to use the entire length of the tool to get a larger number of samples to be analyzed.
4. Sampling with your hands: Reach your hand into the hay with your sampling tool. This can be more difficult when bales are wet or when the hay is very mature. In those cases, it is important to use the entire length of the tool to get a larger number of samples to be analyzed.
5. To be sure to get the best of what you are doing, or many small handfuls are better than one large handful.
6. Repeat steps 1-4 until you have at least 20 samples from all of the bales in the area you are sampling. Samples will be placed into the same gallon bucket.
7. After sampling the desired number of bales, the entire sample should be placed apart and sealed thoroughly. This cannot rely on the tie to tie your sample.
8. Complete the request form and attach to the request form and email to us at bio@biozyme.com. For more information, please contact us at 1-800-828-2222.

How to Test Your Hay Without a...

How to Test Your Hay with a Hay...

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

COMMUNICATE WITH YOUR CUSTOMERS ABOUT YOUR VALUE ADDED TOOLS

Regularly communicate the value added tools you offer to your customers. These are things that make their job easier. Tell them how you make shopping, decision-making and problem solving easier.

CHECK BOX OR TALLY NUMBER OF TIMES COMPLETED

ACTION REWARDS POINTS INDEX

500 points | Dealer Retreat

Points awarded for attending the Dealer Retreat. Points will be awarded at the conclusion of the Dealer Retreat. Points are awarded per dealership regardless of the number of attendees. Attendance for the entire retreat is required to receive any points.

500 points | Master Dealer 1 Program Completion

Points awarded for completing the Master Dealer Program. To receive points, you must pass every quiz in the Master Dealer Program and carry 4 of the 6 BioZyme product lines.

250 points | Customer Meeting or Open House

Points awarded for hosting a Customer (producer or sub-dealer) Meeting or Open House with your BioZyme Area Sales Manager's involvement. To receive points, the meeting must be scheduled at least 60 days in advance and must be scheduled using the Meeting Request Form found in the Online Dealer Center. Your additional points will be award based on attendance and orders placed from event, the marketing department will award you the additional points, contact marketing@biozymeinc.com for more information.

250 points | Engaged On Promoboxx

Points awarded for being active through the Promoboxx platform. Points will be awarded at the end of each quarter to dealerships that have shared content to a social media channel through the Promoboxx platform.

250 points | Promotion/Discount

Points awarded for running a week-long promotion for any BioZyme product. Proof of a week-long promotion must to be submitted to Action Team. This proof can be in the form of a flyer, ad, stuffer, etc. that was used to advertise the promotion.

250 points | Any Additional Master Dealer Programs

Points awarded for completing each chapter of the Master Dealer program. To receive points, you must pass every quiz in the chapter's Master Dealer Program and carry 4 of the 6 BioZyme product lines.

150 points | Custom Marketing

Points awarded for creating or doing personalized, custom marketing for your dealership that focuses on the BioZyme family of brands. To receive points, request through the Online Dealer Center or send custom marketing by email to Jennifer Miller.

150 points | Indoor/Outdoor Signage or Banners

Points awarded for placing BioZyme signage or banners either indoors or outdoors. To receive points, a picture must be emailed to jenmiller@biozymeinc.com or the Action Team. Points are only awarded for each signage location, so once points are received, new points can only be awarded if a sign or banner is hung in a new location.

150 points | In-Store Display

Points awarded for setting up an in-store display (counter display, end cap, free standing display, etc.) that showcases actual BioZyme products, not just literature. To receive points, a picture must be emailed to the Action Team.

100 points | Sales Calls With Your ASM

Points awarded for making sales calls with your Area Sales Manager. ASM must notify Action Team via email to confirm sales calls were made. Maximum of 100 points per month.

15 points | Help an ASM at a Trade Show Event

Points awarded for helping an ASM at a trade show. To receive points, the ASM must provide written documentation to Action Team confirming the trade show worked.

50 points | Host an After-Hours Dealer Training Session

Points awarded for hosting an after hour dealer training session, where training is led by a Area Sales Manager. To receive points, the training must be scheduled using the Dealer Training Request Form found in the Online Dealer Center.

50 points | Prospect/Customer List

Points awarded for providing an prospect/contact list of 20 or more. The list of 20 or more new prospects/customers must be submitted to the ASM or Action Team to receive points. Points may be obtained for every 20 names submitted.

50 points | Co-Branded Swag

Points awarded for creating co-branded swag that showcases your business logo and any BioZyme brand. Swag can be any apparel or promotional items. To receive points, you must email a picture of the swag to the Action Team.

50 points | Customer Mailing

Points awarded for sending a customer mailing (postcard or letter) about BioZyme products. To receive points, the mailing must be requested through the Online Dealer Center. If the dealer chooses to send the mailing on his or her own, proof must be sent to the Action Team for points to be awarded.

50 points | Dealer Survey

Points awarded for completing the yearly Dealer Survey. To receive points, you must complete the survey via email. Points will be awarded after it is received.

50 points | Radio or TV Advertisement

Points awarded for running a radio or TV ad for a BioZyme product. Proof of ad must be emailed to the Action Team. This could be a paid invoice or voice recording. Earn up to 50 points per month for radio/tv advertisements.

50 points | Trade Show Booth

Points awarded for setting up a booth at a trade show. To receive points, you must email a picture of the booth to the Action Team. The photo of the booth must show that the booth represented BioZyme in a manner that will help grow business.

25 points | Digital Banner Advertisement

Points awarded for every BioZyme product banner ad run on an approved website. To receive points, dealer must complete the Ad Request Form found in the Online Dealer Center and the ad must be approved prior to being published.

25 points | Business cards

Points awarded for having one or more BioZyme logos on your business cards. Points will be awarded automatically if the cards are designed by BioZyme. Otherwise, you must email a picture of the business card to Jennifer Miller to receive points.

25 points | Dealer Facebook Group Engagement

Points awarded for posting in the BioZyme Dealer Facebook Group. Points will be awarded automatically by Jennifer Miller. Limit 12 per year.

25 points | Placed First Order

Points awarded for placing your first order with BioZyme.

25 points | Print Advertisement

Points awarded for every BioZyme product print ad run in local newspaper, sale catalog, or other means. To receive points, dealer must complete the Ad Request Form found in the Online Dealer Center and the ad must be approved prior to being published.

25 points | Social Media Post

Points awarded for a social media post about BioZyme products. To receive points, the post must be requested through the Online Dealer Center. If the dealer chooses to post on his or her own, proof must be sent to the Action Team for points to be awarded. If posts are made using Promoboxx, points will be awarded in that category only.

20 points | Product or Educational E-Blast

Points awarded for sending an email blast about BioZyme products. To receive points, the e-blast must be requested through the Online Dealer Center. If the dealer chooses to send the e-blast on his or her own, proof must be sent to the Action Team for points to be awarded.

10 points | Forage Test Submission

Points awarded for each forage test submitted. To receive points, forage test(s) must be requested through the Test Your Hay Form at <http://vitaferm.com/testyourhay>

ANY ACTION WILL BE REWARDED!

BioZyme rewards creativity and values any action taken to grow your business. Send a detailed explanation of your choice of action used to drive growth to the support@biozymeinc.com. They will evaluate and award the appropriate amount of points.

ANNABELLE IS HERE TO HELP!

For custom marketing pieces, please continue to use our marketing request form, you can find it under the Marketing tab, or reach out to a team member with questions or content creation. Always remember, our team can help coordinate every last detail and encourage you along the way - we are here for you!





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LBZ5401 ACTIONPLAN2408