



Becoming a De-Oil-It Distributor, Dealer, or Trade

Terminology / Definitions

1. Minimal Retail Price – No Discounts

- a. Retail price is charged to a client or customer
- b. Retail prices are fixed per volume
- c. Retail prices are pre-discounted by Greenworld Innovations per volume
- d. Extra discounting is prohibited

2. Trade / Sales Lead Commission – Minimal De-Oil-It Discount

- a. A trade is an **implementer** of De-Oil-It who **resells** De-Oil-It to a client
- b. A trade refers to an individual or company specializing in a vertical market
- c. Examples include pressure washing, remediation, rig / pipeline cleaning, etc.
- d. Distributors or dealers can grant “trade” discounts to implementers and are encouraged to do so as much as possible. ***If a trade contacts Greenworld Innovations we will first seek a dealer or distributor based on optimal logistical support.*** If there cannot be an equitable connection to a regional dealer or distributor, Greenworld Innovations has the right to sign them up as a trade and then in time either upgrade the trade to a dealer or assign to a dealer / distributor. In this way there are no exclusive regions; it is up to the distributor and dealer to “farm” their desired territory to create a sales chain
- e. The ***trade is not the final client***; they include De-Oil-It in their proposals to a client as an expensable item, ***in this way a trade is reselling in a manner that the trade gains profit from a margin*** which is a discount off the retail price. The trade charges their client retail price and the difference between what the trade buys from dealer, distributor or Greenworld Innovations is profitable margin.
- f. ***Trade discount*** structure is strongly recommended by dealers or distributors to offer as a ***commission*** for significant sales leads, otherwise sales lead providers are eligible for an authorized dealership. In this scenario someone provides connections to a client that turns into a sale by a distributor or dealer (whoever receives the lead) receives a commission.



3. Dealer Discount Plan

- a. Authorized dealers purchase products from distributors or Greenworld Innovations; the minimal purchase is 4 pallets
- b. When a prospective dealer contacts Greenworld Innovations to be a dealer, we will educate them on discount levels and their requirements. If they can meet an authorized dealer purchase minimal amounts Greenworld will first seek to connect to a distributor based on optimal logistics support. In some cases they might be connected to a dealer to first become a trade to that dealer, or Greenworld Innovations might sign them up as a trade or dealer.
- c. The main differences between a dealer and a distributor
 - Dealers receive less discount than a distributor, but more than a trade
 - Dealers purchase 4 pallets per order, Distributors purchase 20 pallets per order,
 - Dealers and Distributors “turn-over” (sells their inventory) at least twice per year

4. Distributor Discount Plan

- a. An initial order of 20 pallets (fills a 40-foot container)
- b. The distributor must “turn-over” inventory at least twice a year.
- c. There is neither territory nor exclusivity; distributors are highly encouraged to sign up dealers and trades to establish a sales region.

The main driving force behind a “distribution” sales channel is to encourage inventory placement in as many places domestically and internationally. This is important for emergency order situations as well as to take advantage of the growing popularity of De-Oil-It due to its quick, through and low-toxicity hydrocarbon degrading and cleaning capabilities.

Margins on product were derived to have multiple levels of discounts that quite frankly provide more profits for an extended sales force (distributors + dealers + trades + sales leads) than GWIC (Greenworld Innovations Corporation) makes.

GWIC is trying to maximize inventory availability for end users (customers / clients) and minimize policing on who gets what territory. We do not offer exclusivity or the notion of territories. A successful sales team will strive to best understand their desired territory, promote, and farm their own leads. Incoming leads to GWIC are first considered to be passed to trades, dealers, and distributors based on optimal logistics. It is in your best interest to understand a sales lead to know if they are an end-client or represent an intermediary that can then turn into your trade, dealer, etc.



Notes:

A. Who is a customer, who is a vendor

In essence **Distributors, Dealers and Trades** are De-Oil-It **VENDORS** selling to end-users ("Customer" or "client") who pay minimal retail prices.

Trades and end-clients are implementers for the most part; however, it is possible that a **distributor or dealer have separate divisions or remediation partnerships that can be implementers, as long as they resell De-Oil-It** to an end-user.

Distributors, Dealers, and Trades are not customers; as an example, a large client such as perhaps an Oil company would not be a vendor just to receive discounts as the **minimal retail price is already discounted at volume units**

Distributors sell to Dealers, Trades and End-Users, but if the majority of distributor sales are to end-users it runs the risk of not taking advantage of setting up a sales channel by signing up dealers and trades. If a customer ends up being qualified to be a trade or dealer, GWIC may step in and sign them up as a vendor (either a trade or dealer depending on their qualifications).

Dealers sell to Trades and End-Users; dealers are encouraged to sign up trades that would help establish a sales channel

B. Dealer to Distributor, Trade to Dealer or Distributorship scenarios

In certain scenarios it may be possible for the **growth of a dealer to qualify for a distributorship. In this case the original distributor will receive a percentage (TBD) of the dealership's sales.**

In a similar manner **a trade could qualify to be a dealer or distributors.** Depending on their upgrade **the dealer and distributor would get credit as a percentage of sales (TBD)** of the newly upgraded trade.

Customers would not qualify for trade, dealership or distributorship.

C. Territory / Region / Exclusivity

For now **Greenworld Innovations will not provide exclusivity**; any notion of this arrangement is on a case-by-case basis.

A distributor, dealer or trade **territory / region is dictated only by their ability to sell to multiple clients and setting up a De-Oil-It vendor sales channel**