



ESTB. 1978

# WATERWORKS

## BOUTIQUE PARTNER

### DECEMBER APPRECIATION SALE 2014

Waterworks will be hosting a December Holiday Sale as an appreciation to our clients for their continued support and future business! This year's Sale will be held Monday, December 8<sup>th</sup> through Saturday, December 13<sup>th</sup>. This is a great opportunity to enhance sales.

This sale will include a discount on select\* furnishings, apothecary, lighting, Made-to-Order textiles, and Waterworks wall mounted accessories. (see chart below for details).

\***excludes** *NEW Kitchen* Lighting, Hardware, Furnishings

#### **E-blast**

Waterworks will provide a co branded E-Blast with your logo and location by Monday November 24<sup>th</sup>. We recommend that you send the e-blast on the following days with the 'Subject Headings' below:

- "Save the Date": November 28th
- "Announcing Appreciation Sale": December 8th
- "Final Days" E-Blast: December 11<sup>th</sup>

#### **Recommended Phone Campaign**

Begin your Phone Campaign ASAP. Print out your client list and contact your clients via phone to make them aware of the upcoming December Sale. In your conversation, remind your clients of all the *benefits* of this year's December Appreciation Sale:

- Homeowners have an opportunity to purchase these categories at the lowest price of the year
- The opportunity for trade clients to purchase furnishings and accessories at a discount deeper than their trade pricing.
- Remind your trade clients that their discount is only 10% off list during the balance of the year on Furnishings & Apothecary. This Sale presents an opportunity for your trade clients to make a bigger margin on this piece of their projects should they choose to not pass on the additional discount.

**ITEMS ELIGIBLE FOR APPRECIATION SALE DISCOUNT\***

○ <b>Waterworks Heritage Wall Mounted Accessories</b>	○ Waterworks Studio Wall Mounted Accessories
○ <b>Decorative Furnishings</b>	○ Towels & Textiles
○ <b>Made-to-Order Textiles</b>	○ Mirrors & Medicine Cabinets
○ <b>Lighting</b>	○ Bath & Body
○ <b>Home Fragrances</b>	○ Hardware
○ <b>Storage</b>	○ Seating

Product **not** applicable for discount: all plumbing, fixtures, fittings, tile, surfaces and slabs and \*New\* Kitchen products.

**DISCOUNTS**

	<i>Trade Discount</i>		<i>Homeowner Discount</i>	
	vs.		vs.	
	<i>Appreciation Sale Discount</i>		<i>Appreciation Sale Discount</i>	
	Current Trade Discount	Private Sale Discount	Homeowner Current Discount	Private Sale Discount
<b>Waterworks Heritage &amp; Studio Wall Mounted</b>	25%	30%	List	25%
<b>Lighting &amp; Mirrors</b>	25%	30%	List	25%
<b>Home Furnishings</b>	10%	25%	List	25%
<b>Apothecary</b>	10%	25%	List	25%

**BOUTIQUE PARTNER DISCOUNTING OPPORTUNITY**

<b>Additional 10 % Off</b>	<b>Additional 5 % Off</b>
<b>Home Furnishings</b>	All Wall Mounted Accessories
<b>Made-to-Order Textiles (Excluding Mono 116)</b>	Lighting
<b>All Etageres, side tables, and storage items</b>	Mirrors & Medicine Cabinets
<b>Stools</b>	
<b>Cleaning Products</b>	

Supplementary discount will be extended on all PO's placed Monday December 8<sup>th</sup> –Monday December 15<sup>th</sup>. \*excludes NEW Kitchen Lighting, Hardware, Furnishings

➤ To insure the appropriate discount all PO's must say "**Appreciation Sale**"

If you have any questions please reach out to your Market Manger or Paul Golaszewski, Director, Boutiques.