



on the mark

MONTHLY UPDATE – FEBRUARY 2008

DEALER ISSUE 1

Highmark launches newsletter geared toward improving Sales and Communications to Dealers and Reps

Welcome to the first issue of “on the mark,” a newsletter geared specifically to communicate with the Highmark dealers and reps. The publication will be e-mailed to you monthly (or by regular mail if we don’t have your e-mail address) and will feature valuable information and interesting, relevant topics to help you promote and sell Highmark products.

WHAT’S NEW

Our primary objective with the newsletter and other new sales communications tools is to provide you with current information in a timely, consistent format so you have up-to-the-minute details about the latest products, programs, and pricing – all at your fingertips to help you more effectively sell Highmark to your customers. Each issue of “on the mark” will feature sections such as:

“What’s New”

Highlights hot topics and up-to-the-minute information to help you:

- Increase sales
- Promote Highmark products & services
- Improve customer satisfaction

This is the section where we’ll be telling you about our new value pricing strategy and less-is-more “simple sell, simple service” approach, as well as our new philosophy of being “affordable, clean, intuitive and green.” (Look for that in next month’s issue!)

“What’s Coming”

Covers new or improved programs, new chairs and more, including upcoming meetings and exciting events like NeoCon, that you can pass along to your Highmark customers.

“High Five”

Recognizes outstanding salespeople – dealers and manufacturer reps. Showcase your achievements, share savvy details on deals you closed, or simply provide some key selling tips.

“Paul’s Selling Tips”

Includes expert advice on selling Highmark and our featured “Chair of the Month.”

“Chair of the Month”

Features a quick look at attributes and message points of our spotlighted chair.

“Say Goodbye”

Lists product or service-related changes or discontinued items.

“Sneak Preview”

Highlights key topics for upcoming newsletters.

Our “on the mark” newsletter will also be available to print directly from our web site. Have questions or comments? Please contact Customer Service at 800.441.4975 or via the Highmark website at www.highmarkergo.com.

Mark Your Calendars

NEOCON

June 9 – 11, 2008

The Merchandise Mart
Chicago, IL

Stop by the revamped Highmark showroom and check out the official debut of our brand-new, intuitive chair, the first in the InMotion Series. We’ll have some cool giveaways and great information for you when you stop by and visit!



WHAT'S COMING

Highmark hires award-winning business strategy consultant to grow sales and enhance business operations

In an effort to increase sales, streamline and simplify our products, services and pricing, and to maximize Highmark's market position in office seating, we retained the services of Doug Dobie, Dobie Associates Inc., to help us achieve those goals.

For the past several months, Dobie Associates has been working with the Highmark team to identify key strengths and opportunities for Highmark, and to develop new programs, processes, and sales tools to improve the bottom line.

As a result, Highmark will be implementing the following changes and developing sales tools that reflect many of these elements:

- Revamping the Highmark brand strategy and market positioning
- Refreshing the company logo and overall brand look and feel

- Updating and streamlining the sales binder, price list and brochures
- Simplifying the chair line-up to reflect a "good, better, best" position
- Highlighting key chair and category attributes on featured chairs
- Offering aggressively priced "value packages"
- Developing & updating a "competitive comparison"
- Developing & launching a "Platinum Dealer Program"
- Being "affordable, clean, intuitive and green" in our product offering, and
- Focusing on our new sales mantra, "simple sell, simple design, simple service... simply Highmark"!

You'll be seeing this new mantra and Highmark's new tagline of "Seating Made Simple" integrated throughout all of our new sales collateral materials, new price list and in our InMotion Series chair launch. We'll also be integrating many of these elements into our upcoming pre-NeoCon public relations campaign, which will highlight our new InMotion series chair, making its debut at NeoCon 2008.

Doug Dobie has been a business strategy consultant for four of the past six years, working with top-name clients such as Motorola, Verizon Wireless and Toyota.

Paul's selling tips

Paul Anderson is Highmark's resident sales expert. Below are his top tips on selling Highmark, the brand, and selling EMME, our most popular chair.

The "Overall Solution"

Focus on Highmark partial-assembled and assembled in a box programs. The Dealer net is \$13 partial and \$32 full assembled. These programs make it easier for your client and increase margin to the rep who no longer has to use their installation team at \$65/hour. Shipping is quicker as the product is shipped direct to an end user and not the installer.

Positioning the EMME

Focus on the E2 Intuitive Control to separate you from the competition. The Emme small seat pan with the mid back and 3" cylinder also offers an ideal solution for a smaller, more petite individual.

HIGHMARK High Five

A big "high five" and THANK YOU to everyone who participated in the Win Dealer and the Highmark Rewards Programs, both of which are now over. Kudos to the individuals below for their outstanding support and sales skills, which earned them great prizes and well-deserved recognition!

Brent Baker, Baker & Associates, Houston, TX, who is the #1 Rep in the country for Highmark!

Blake Blazek, Jeremy Dicks & Teresa Engel, Jimenez Contract Services, Houston, TX.

CHAIR OF THE MONTH

Our most popular chair, the Emme is a great value! With its clean lines, built-in lumbar support, seat-slider, and elegant affordability, this versatile, mid-sized office chair offers the user a great deal of comfort with its plush sit, contour-molded foam backing and other options.

EMME



say goodbye...

- Chair Butler Program – Call for samples.
 - Brawny – All plastic colors are going away except black; silver and caster frame models are also being discontinued.
 - Pazer
 - Protocol +
 - All Ergobest models
- Note: We will continue to sell through our existing inventory. Call for details.

HIGHMARK

MARCH SNEAK PREVIEW

- Simple selling strategy
- Value pricing packages
- InMotion Chair Series launch
- NeoCon Public Relations Preview
- Competitive Comparison
- Cap/Giza Overview

Check our website for the new spiff sheet!

For a product demo or to find an authorized Highmark dealer, visit www.highmarkergo.com or call toll-free at 800-441-4975.

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