

# distributor

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**STEVE BARRACLOUGH**

November is the last chance for suppliers to grab a seat on the troop carriers to the 'Rumble in the Jungle'!

To be on the flights to fabulous Club Med Cherating Beach Malaysia, where the rainforest meets the sea, be sure to get all your sales data across to Capricorn early, and give your sales team one last big push to bring your score to the 'winners' section at the top of the ladder.

**CAPLINK**

**BONUS POINTS MODULE**

Capricorn is proud to announce the release of the new CAPLink Bonus Points Module to make management of bonus points programmes an automated activity via the CAPLink gateway.

Now suppliers can target their campaigns to specific members by postcode, business type, even target new members only and award bonus points for all or just specific products - and even download a database for direct mailing.

For details, the download link and even training videos on the use of the new module, go to the Capricorn website, logon as a preferred supplier and go to the CAPLink Bonus Points module page. Your Capricorn Alliance or Area Manager can also assist.

**CONVENTION 2010**  
**SPONSORSHIPS**

Thanks to our great suppliers who have taken up the sponsorships for Convention 2010. All 15 opportunities went within days and now those same suppliers are developing signage and other ideas to make the most of their involvement with members at the Convention.

**CLIPSAL 500**

**CAPRICORN V.I.P. VILLA: MARCH 11-14, 2010**

FEEL the roar of the V8's from your own Trackside Villa. Be spoiled with food and drinks all day... 4 days access to Capricorn's VIP Corporate Villa including heaps of beer, wine and good hearty food and non-stop action.

Take advantage of this opportunity to network with Capricorn Members and Suppliers, and is a great chance to impress your own VIP Guests.

Capricorn Travel can assist if you need flights and accommodation (cost is extra).

Contact the Capricorn Events Team to register your interest however places are limited - act NOW to avoid disappointment.



## SUPPLIER FLYERS: DESIGN-TO-DISTRIBUTION

### AVOID THE MAILHOUSE BLUES

Every Month Capricorn sends out it's Preferred Supplier Pack including Supplier's Monthly Specials .

It's a FREE service we offer that goes out to all of our Members and as a Supplier you'd be crazy not to take full advantage.

We only ask that you follow a few easy rules that will help make your life easier and also that of our Mailhouse.

Firstly we require that any Supplier Flyer artwork is submitted to our Marketing department for swift approval prior to having the flyers printed. Please email your artwork to [advertising@capricorn.coop](mailto:advertising@capricorn.coop) rather than fax so we can give you a faster approval and also have a record of the communication and submitted artwork.

We must ensure that the artwork doesn't conflict with your Supplier Agreements, doesn't contain any offensive to inappropriate content, and conforms with size constraints etc. The complex sorting machinery at our Mailhouse is very sensitive to any variations in paper size and weights (210GSM maximum) and especially NO paperclips or staples.

Your Flyer must ONLY be A4 in size, unfolded and a single sheet however we encourage you to print on

both sides for maximum exposure for minimum paper usage. There are 2 sides to a sheet of paper so it would be a waste to not use both.

Once the Flyer has been approved you will be notified via email and sent a copy of the Mailout Conditions / Supplier Checklist and also most importantly the Supplier Identification and Distribution Sheet.

We will notify you of the correct distribution regions and the amount of flyers needed to meet the number of recipients. Please only send the specified amount as the Mailhouse are NOT able to store (nor return) any excess flyers. Only send the flyers for that month's distribution - not the for following month etc.

Complete the Supplier Identification Sheet in full inclusive of the tick-boxes for which state(s) the Flyers are to be distributed (as per your Supplier Agreement).

It is essential that you clearly attach Supplier Identification Sheets to each and every box of flyers you provide. If there is more than one version of your flyer, please specify on the ID Form. As you can see in the photo, the Mailhouse is literally packed to the rafters with boxes of material to be

distributed and your box without any Supplier ID may get misplaced or even fail to be delivered at all.

Most importantly you need to ensure that your Flyers are pre-approved and delivered to the Mailhouse no later than the 20th of the month preceding intended distribution.



## CAPRICORN SAVES THE WORRY OF LATE PAYERS

RECENT REPORTS HAVE STATED THAT SMALL AND MEDIUM SIZED ENTERPRISES ARE BEING STRETCHED TO BREAKING POINT BY SLOW PAYMENTS, WITH AN AVERAGE PAYMENT NOW TAKING AROUND 57 DAYS, ALMOST DOUBLE STANDARD TRADING

Greg Kershaw, Credit Manager at Capricorn reminded Capricorn's Preferred Suppliers that Capricorn's guaranteed payments at 30 days was, in today's climate, ever more significant saving on the cost of money (cash-flow) and the cost of people to manage debtors...

- Capricorn makes its payment directly into the suppliers bank account when EFT details are provided.
- Capricorn take all the risk and responsibility associated with non-payment by a Capricorn member who is sold goods while not on 'STOP CREDIT'.
- Capricorn takes full responsibility for the credit risk and on-going maintenance of the correct legal agreements with the entities that are our member businesses that trade with our preferred suppliers.
- Capricorn's specially developed CAPlink software provides secure and direct data advice of sales to our accounts department.
- CAPlink provides many reports to allow suppliers to track their sales to Capricorn members.
- Capricorn are introducing a direct payment on settlement for capital equipment sales by preferred suppliers.
- Capricorn have a dedicated team of 'Supplier Support' staff at our Perth HO to deal immediately with any supplier matters, most particularly any payment issues.
- Capricorn pays suppliers based on the non duplicated data files submitted via CAPlink each month, with no further substantiation required.
- CAPlink also provides Capricorn with specific exception reports during the month so we can best track data submission from suppliers to ensure all data is captured by month end.