



Wood-Mizer®

from forest to final form®



EMERGE

A PATHWAY TO SALES & PERSONAL GROWTH

INTRODUCTION

Welcome to your Wood-Mizer playbook, an instructional tool for sales and personal growth. This document is intended to help both Wood-Mizer Employees and dealers to have a framework for building a successful Wood-Mizer dealership.

In it you will find ideas and thoughts with specific examples to help. For this to be successful, it is important that you utilize this booklet and follow the guide carefully.

Finally, successful dealerships are a team effort, should you have any questions, thoughts or require clarification, please do not hesitate to reach out to your Wood-Mizer manager.



CONTENTS

EMERGE

Becoming a Stronger Wood-Mizer Together **3-5**

WHY WOOD-MIZER

The Company, Products, and People **6-9**

SALES METHODOLOGY

Core Concepts of Think - Say - Do..... **10-29**

FIND SUCCESS

Bleed Orange from the Inside Out..... **30-40**

SALES TOOLS

Making Sales Life Easy..... **40-55**

“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.” — RONALD REAGAN



[YOU WILL EMERGE]

A GREAT LEADER

With a love for the product, company, customer, and industry **fully engrained**, great Wood-Mizer leaders are born. Their passion becomes **infectious**. Their **positive energy** radiates. Their **influence** is far-reaching. Naturally, others come along and the culture continues.

A TRUSTED PARTNER

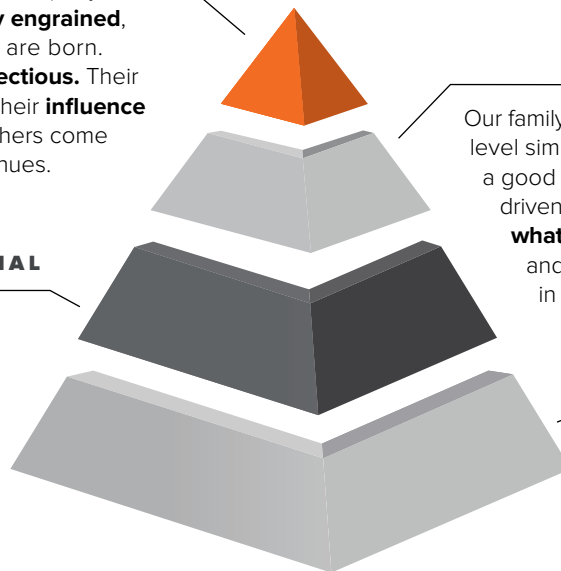
Our family members reach their next professional level simply because they cannot get enough of a good thing and **want more** of it. Intrinsicly driven, our trusted partners ultimately **love what they do**. People like to partner with and buy from those that are **fully invested** in their profession, product, and company.

A SUCCESSFUL PROFESSIONAL

When our Wood-Mizer family members **find their stride**, good things happen. They share their excitement and become a **stronger influence** on sales and customers. We have seen that as the roots of our family members get deeper their **love for all-things-Wood-Mizer** grow.

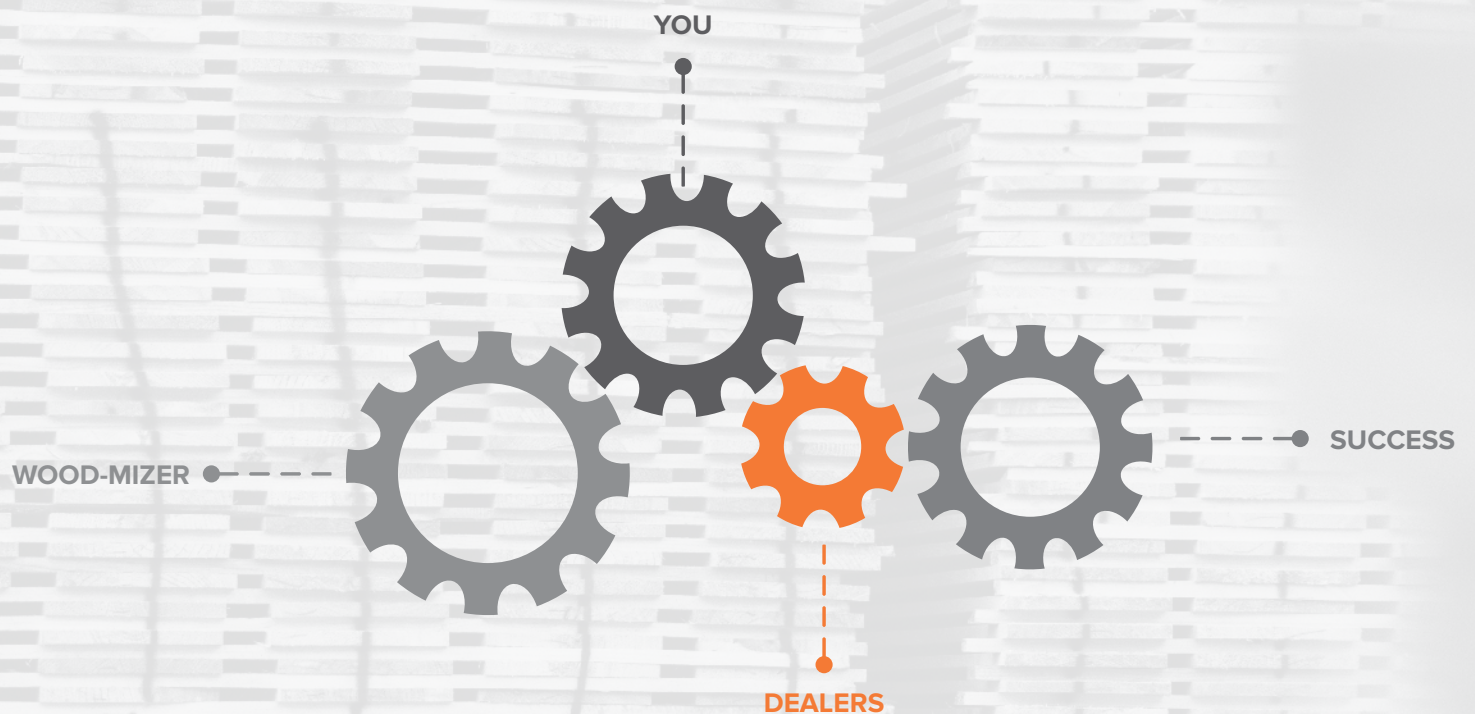
A WOOD-MIZER FAMILY MEMBER

Being a member of the Wood-Mizer family is the **foundation** from which you grow. The day-to-day activities make working with Wood-Mizer exciting, challenging, and rewarding. Wood-Mizer family members **work together**, **learn** the industry, get **hands-on**, and **engage** with customers.



WOOD-MIZER WILL EMERGE

- As the global choice for Sawmills & Wood Processing Equipment
- As the Dealers' obvious choice for growing their business
- As the household, mainstream brand with the best dealer network in the wood industry
- As the brand that makes a difference



DEALERS WILL EMERGE

- As Proud Partners that bleed orange
- As successful businesses trusted to sell Wood-Mizer
- As beloved Wood-Mizer family members
- As passionate servants who help changes lives





GOALS:

- IDENTIFY AND DEVELOP STRONG AND SUCCESSFUL DEALERS
- PROVIDE DEALERS WITH KNOWLEDGE AND TOOLS TO REPRESENT WOOD-MIZER APPROPRIATELY
- INSTILL OPEN, CLEAR AND CONCISE COMMUNICATION BETWEEN DEALERS AND WOOD-MIZER
- SET CLEAR, DEFINED AND MEASURABLE GOALS WITH DEALERS FOR THEIR SPECIFIC MARKETS



WHO IS WOOD-MIZER?

1982

A global corporation with its Head offices located in Indianapolis, USA and manufacturing facilities in Europe and USA. With 40 years experience and 100,000+ sawmill customers serviced by a branch and dealer network found in over 120 countries across the globe, Wood-Mizer not only manufactures sawmilling equipment, but also its own bandsaw blades as well. Wood-Mizer offers equipment from primary breakdown of logs, to high production and secondary processing equipment.

GLOBAL MANUFACTURER



PORTABLE & INDUSTRIAL SAWMILLS | WOOD PROCESSING EQUIPMENT | BLADES & BLADE MAINTENANCE

100,000+



SAWMILL OWNERS

MORE THAN
100
CONFIGURATIONS
OF BLADES AVAILABLE

Meeting the needs of sawyers with More than 100 configurations of blades available, based on different profiles, tooth settings, and steel grades.

1,000+
WORLDWIDE EMPLOYEES

MORE THAN
100
AUTHORIZED
DEALERS ON
5
CONTINENTS

Dealers play a crucial role in the success of Wood-Mizer customers by offering local knowledge, close relationships, service, and support.



WHERE ARE WE GOING?

I know the market is completely different in different countries, but I learned that Wood-Mizer makes sense in every country. Just understand the market, understand the need of the customer.”



— **KLAUS LONGMUß**
GERMANY

Wood-Mizer recognizes that for dealers to be successful, localized Wood-Mizer support is necessary. That is why we are establishing a presence and building teams within key regions to support our dealers and customers.

One of the strongest elements of dealer success is the relationship between the dealer, his team, and the regional Wood-Mizer team.

Wood-Mizer Supports the dealer network with Sales, Customer Service and technical support, attuned to meet that markets specific requirements. The closer the relationship, the more the dealer flourishes.



“The only impossible journey is the one you never begin.” — TONY ROBBINS

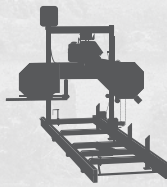




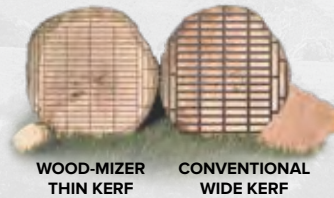
CUSTOMERS CHOOSE WOOD-MIZER

Proven success in the market for more than **30 years**, sawing all the different species of timber found in the Global market.

Simple, easy to use, robust design.



High recovery rates from Timber.



Excellent finish on products produced.



Energy efficient, with low running costs.



“and last but certainly not least... **the Wood-Mizer family, including you!** A strong dealer network gives customers personalized service and support.”





THINK – DO – SAY



THINK

This is the gas that fuels the engine. There are 10 core concepts here. Everything else is supported and fueled by this column and its 10 concepts.

DO

Quintessential action for every salesperson. There are 3 concepts here that you have to master if you want to be successful in sales.

SAY

The outward manifestation of the internal beliefs. There are 6 concepts here. These should come from the foundation of the language in the thinking column.

The Wood-Mizer Sales Methodology lives in the above three distinct columns that constantly interact.

THINK





THINK (A philosophical way about thinking about business opportunities, relationships etc).

EXPLORING THINK

BIG 10 CORE CONCEPTS

- 1 **Abundance**
- 2 **Detachment**
- 3 **Intent**
- 4 **Objectivity**
- 5 **Balance**
- 6 **Assertiveness**
- 7 **Expert Persona**
- 8 **Authenticity**
- 9 **Curiosity**
- 10 **Empathy**

Nothing on this list is about perfection, but everything on this Big 10 list is about self-awareness.



ABUNDANCE

There's more than enough for everyone—an abundance of abundance—an overflowing amount such that there is no scarcity. I don't have to worry if you get yours, then I won't get mine. We both get more than we need.

Quintessential in your overall approach to sales, prospecting and client conversations.

A lot of – markets/opportunities. A scarcity mindset sets you up to look why not too, rather than why too.

EXAMPLE: “We have found that even though we have been selling Wood-Mizer’s into this market for over 30 years, though the product mix might vary, we continue to find growing demand for our products, we simply need to ensure we adapt according to market requirements.”

Abundance is not something we acquire. It is something we tune into.” — WAYNE DYER



DETACHMENT

Intentional creation of space for new things to come in.

Space creates space and movement and freedom for our prospects to say yes, no or maybe. Detachment does not mean that I don't care. In my work life, I'm not holding on too tightly to any of those answers or defining my worth by someone's yes, no or maybe.

Our emotional reactions to outcomes. Make realistic and non-biased decisions to be able to create space for further opportunities by letting go of non performing deals/dealers.

EXAMPLE: "While I really appreciate our business relationship, I do think that we need to recognize that we might have to postpone this deal and revisit it at a more opportune time."

Even when I detach, I care. You can be separate from a thing and still care about it." — DAVID LEVITHAN



INTENT

Be helpful.

This could mean that I say yes to a deal, no to a deal, introduce my prospective client to someone else who can and will serve them better than I can - but always with the underlying motivation to be helpful

Focus on the intention to appropriately help the person in front of you.

EXAMPLE: "While I can see that you believe this deal is exciting, I want to make sure you have considered its long term impact so that we can continue to have a successful partnership for the future."

Intention is one with cause and effect. Intention determines outcome. And if you're stuck and not moving forward, you have to check the thought and the action that created the circumstance." — OPRAH WINFREY

The intent of the first three core concepts is to view opportunities/people with an abundant attitude with a detached realistic view while trying to help them be successful.



4

BALANCE

Energy to lean in or lean out, depending on the situation.

This is more art than science. If my energy is too far forward, I will push people away. If my energy is too far back, people will fade away.

Know when to lean into or out of a situation. Push more or less.

EXAMPLE: “Based on my experience, I think we should go ahead and get this deal done now. I know I seem I am pushing you here, but I am confident that we are ready to take the next steps and move this partnership forward.”

Extremes are easy. Strive for balance.”

— COLIN WRIGHT



5

OBJECTIVITY

Seeing things (deals, pipeline, connections, relationships) for what they truly are.

Salespeople are generally overly optimistic and could use therapy around objectivity; objectivity helps us be realistic about deals and pipeline.

Know when to walk away! Review the data and see it for what it is.

EXAMPLE: “While I am eager to close this deal, I cannot offer you further discount, it would not help you long term to sell more units as we cannot keep this pricing, can I suggest we look at alternative options to get the units to market more effectively to meet the sales point requirements so as to be more effective.”

Your life must focus on the maximization of objectivity.” — CHARLIE MUNGER



ASSERTIVENESS

Forceful and confident with good intention.

People with healthy assertiveness are the ones who will make the phone call, send the email and generally “go” instead of sitting back and waiting. They will ask the question instead of hesitating and will be decisive about going forward or not.

Confident in doing action whether going forward or backwards.

EXAMPLE: “With our current production schedule, I need to ask you to confirm the order by the end of this week so that the goods can get to the market in time.”

Being assertive does not mean attacking or ignoring other’s feelings. It means that you are willing to hold up for yourself fairly—without attacking others.” — ALBERT ELLIS



EXPERT PERSONA

Becoming an expert in your client’s business.

As salespeople, we want to learn ideas and information that are relevant to the person we are selling to. This will show your prospective client that you care

Expert in customer/dealers/market business – not just your own.

EXAMPLE: “As you have supplied me the information on your customers production requirements, the markets acceptable price point, and market conditions, based on my experience, I would propose that we look at the LT70 series of mills. We have found that these mills have met similar conditions and requirements found in other markets.”

True expertise is the most potent form of authority.”
— VICTORIA BOND

Remember - These key thoughts and ideas are for monitoring our own selves in the processes when dealing with customers/ dealers etc.



AUTHENTICITY

You being you.

All that we teach has to be implemented through the lens of you being true to yourself. Take the concepts we are teaching and make them yours in a way that exemplifies your authentic self.

Be real, not fake or false, authenticity creates trust.

EXAMPLE: “Relationships are important to me, and that is why I want to have an open and honest discussion with you about your current sales strategy so that we do not find ourselves becoming more frustrated as you do not understand our expectations.”

Be fearlessly authentic. Bravely be you.”

— ANONYMOUS



CURIOSITY

Be interested, not interesting.

We need to raise the energy around curiosity with our clients. What are they doing and why are they doing it?

Raise the interest in the other person, not yourself.

EXAMPLE: “Good morning, thank you for the invite. Before I tell you more about myself, can I ask you some questions about yourself, your business, and the market you’re in?”

**I have no special talent.
I am only passionately curious.”**

— ALBERT EINSTEIN



EMPATHY

Understanding how others feel.

Step back and think about how our buyer is feeling—what’s going on in their world? How is that affecting them? How can we be a resource? How can we show care, compassion & empathy? This is not solving the problem - it’s listening to understand.

Understanding the other side. Walk a mile in their shoes.

EXAMPLE: “I am really sorry about the delay in shipping goods, I do understand your frustrations, and completely understand your frustrations. Lets review the process of this order together and see how we can do better next time.”

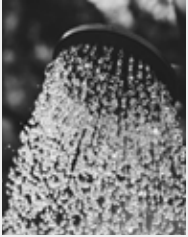
Walking a mile in someone else’s shoes isn’t as much about the walk or the shoes. It’s to be able to think like they think, feel what they feel, and understand why they are who and where they are.” — TONI SORENSON



DO



THINK — DO — SAY



DO – an action based on what I have thought and said.

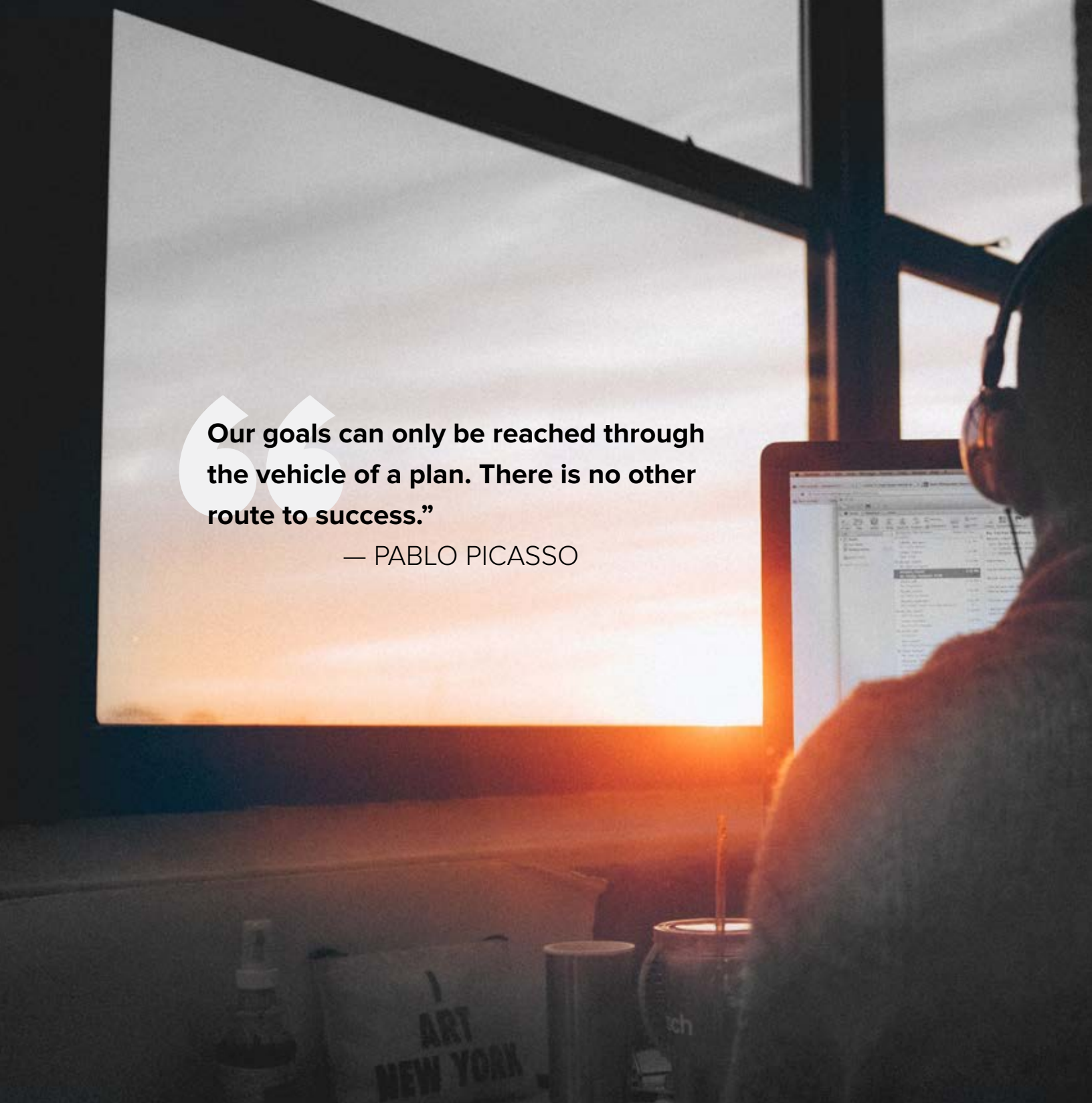
EXPLORING DO

CORE CONCEPTS

- 1 Professional Action Plan**
- 2 LinkedIn & Other Connector Platforms**
- 3 Know Your Target Customer**

There are only 3 components in this methodology.
This is where the **action** takes place.





“Our goals can only be reached through the vehicle of a plan. There is no other route to success.”

— PABLO PICASSO

NOTES

1

PROFESSIONAL ACTION PLAN

Your plan for calls, activities, conquest lists and connectors, laid out in a logical and easily workable format.

This is an agreement made between you to yourself, revisited every 6 months. Accountability based on what works best for you.

Being intentional in setting a plan in place for calls, activities that are laid out in a logical and easily workable format. Establish an accountability system that include a monthly check in with an accountability partner to review plan commitments.

EXAMPLES:

- Setting up regular calls with business partners and having a planned structure for the meetings.
- Booking time for searching for new business in your calendar.
- Putting into place a plan and setting a time to reach out to people that can connect you with potential opportunities (Connectors).

Example of a Wood-Mizer Professional Action Plan, PROVIDED ON PAGE 52 & 53:

The image shows two overlapping forms for a Professional Action Plan. The background form is titled "PROFESSIONAL ACTION PLAN" and includes sections for CONQUEST ACCOUNT LIST, CONNECTORS, THREATS, CORE MOTIVATIONS, CHANGE ORDERS, and ACCOUNTABILITY PARTNER. The foreground form is also titled "PROFESSIONAL ACTION PLAN" and includes fields for NAME, TIME PERIOD, THEME, BUSINESS OBJECTIVES, PERSONAL OBJECTIVES, CONTROLLABLE BEHAVIORS, and CLIENTS.

2

LINKEDIN AND OTHER BUSINESS CONNECTOR PLATFORMS

Your profile with 500+ connections where you are actively engaging and participating.

We want to help you build up your connection base and participation to build and cultivate warm leads and meaningful connections.

Business Connectors are the people who know large numbers of people and who are in the habit of making introductions. They usually know people across an array of social, cultural, professional, and economical circles, and make a habit of introducing people who work or live in different circles.

The Wood-Mizer way is to keep a list of a **minimum of 20 or more** active connectors.

Using LinkedIn or other business platforms relevant to your market, engage and develop connections and potential future dealers, customers etc. The Wood-Mizer way ensures one has numeric behavior commitments relative to connectors. e.g. Meet with 2 connectors per week.

EXAMPLE:

Using LinkedIn, research companies in the forestry industry to find both potential suppliers and potential clients to connect with, discuss opportunities, current market situation and realities, etc.

Example of a Wood-Mizer Content Planner, PROVIDED ON PAGE 51:

CONTENT PLANNER

NAME: _____ DATE: _____

CONTENT CONTINUUM

PROACTIVE

LESS EFFORT — Share — Share with Comment — Written Post — Written Post with Tags — Video — MORE EFFORT

Reactive: Scroll, Like, Reply Comment, Thoughtful Comment, Thoughtful Response

BEHAVIOR PLAN

	BEHAVIOR	MONTH:	MONTH:	MONTH:
PROACTIVE				
PROACTIVE				
PROACTIVE				
REACTIVE				
REACTIVE				

Wood-Mizer

in LinkedIn is not the only place to connect and cultivate meaningful business relationships.

- WhatsApp
- Facebook
- Naver

Depending on your market, other platforms might work for you.

I define connection as the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.”

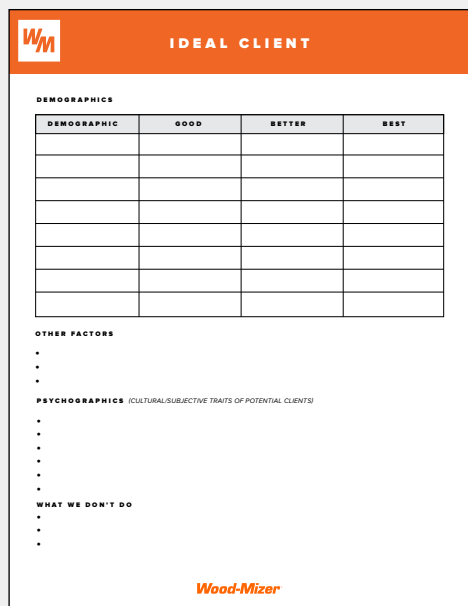
— BRENE BROWN

3

“There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.”

—PHILIP KOTLER

Example of a Wood-Mizer Ideal Client Framework, PROVIDED ON PAGE 54:



The form is titled "IDEAL CLIENT" and features the Wood-Mizer logo. It is divided into several sections: "DEMOGRAPHICS" with a table for evaluation, "OTHER FACTORS", "PSYCHOGRAPHICS (CULTURAL/SUBJECTIVE TRAITS OF POTENTIAL CLIENTS)", and "WHAT WE DON'T DO".

DEMOGRAPHIC	GOOD	BETTER	BEST

Example of a Wood-Mizer Dealer Scorecard, PROVIDED ON PAGE 24:

KNOW YOUR TARGET CUSTOMER

You have your Professional Action Plan and you are putting your professional network to work for you. Great job! This might be obvious... but be sure you know your target customer.

Sounds simple right?!?

- Can you **answer** the question: “Who buys our product?”
- Can you, in a heartbeat, **describe** the customer’s persona?
- Can you **learn** where our customers hangout – physically or virtually?
- Can you **explain** what they align with or with what they are associated?
- Can you **embody** their beliefs?
- Can you **relate** to their hopes, dreams, aspirations?

Knowing your customer’s demographics and psychographics will lead you to sales. Don’t expect your customer to come to you. **Go to them.** But, knowing who they are comes FIRST.

EXAMPLES:

- Talk to existing customers and find the factors they have in common.
- Find like-minded industries that align with Wood-Mizer for possible connections.
- Watch and study social media where you can find current customers and like-minded groups.
- Attend industry or industry-related tradeshows as a visitors to listen, learn, observe.
- Study the competition and their marketing.

USE THESE PROVIDED RESOURCES, create a clear picture of your target customer, and go after them!

FIND YOUR IDEAL DEALER



WOOD-MIZER DEALER SCORECARD

Dealer name:

Reviewer:

Date:

Weighted importance	Dealer review Score (1-5)	BIG SIX	Score
5%		Leadership ability	
10%		Business acumen	
20%		Marketing ability	
20%		Culture fit	
20%		Compliance	
25%		Sales ability	
100%		Score out of 5	

Some explanations for consideration for Big Six:	
Leadership ability	A leader is one who knows the way, goes the way, and shows the way.
Business acumen	The ability to understand how your business operates and makes money, and to anticipate, navigate, and leverage trends impacting your business.
Marketing ability	Marketing is the ability to understand what data you have, what data you can get, how to organize, and ultimately, how to activate the data.
Culture fit	Culture fit is the likelihood that someone will reflect and/or be able to adapt to the core beliefs, attitudes, and behaviors that make up your organization.
Compliance	The ability to act according to a set of rules, requests, or orders.
Sales ability	It's not about having the right opportunities. It's about handling the opportunities right.



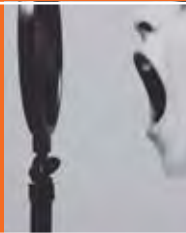
DEALER REVIEW - STOP LIGHT PROGRAM

(Stop Light Program to be utilized in conjunction with the WM Dealer scorecard)

The intention of the Stop Light Program is to review the scorecard and decide which of the following category the dealer falls into:

- **Green** – Dealer is meeting expectations and has achieved a score on the dealer scorecard above 4.
 Communicate score and review scorecard, continue to assist dealer to grow and develop market.
- **Yellow** – Dealer is meeting some of the expectations and has room to improve in others, they have achieved score on the Dealer review from 2 -4.
 Communicate score and review scorecard, agree plan to move the dealer from yellow to green utilizing the professional action plan structure to set measurable goals and set timeline.
- **Red** – Dealer has a score below 2 on the dealer scorecard.
 Communicate score and review scorecard, action cancelation process.

SAY





THINK — DO — SAY



Example of a Wood-Mizer Deal Processing Guide, PROVIDED ON PAGE 50:

WM DEAL PROCESSING GUIDE	
NAME	MEETING DATE:
One or two concise sentences that clearly define the issue. Present the issue in a "New Do" /"D" statement.	The issue is:
Effect on dollars, people, products, services, customers, vendors, family, timing, future, other offices, etc.	It is significant because:
What I really want to happen.	My ideal outcome is:
Short bullet points that identify: - How/When/Where/Why it started. - Who the players are - The forces at work - Today's focus - Future Impact	Relevant background information:
All the various action steps I could take.	My options are:
This is the option above I plan to pursue at this moment.	My options are:
- Options I'm missing? - On the right track? - What would you do differently and why? - Should I do nothing?	Help I would like from the group:

Wood-Mizer

EXPLORING SAY

CORE CONCEPTS

- 1 Context Setting
- 2 Story
- 3 Vetting Questions
- 4 Economics
- 5 Process Language
- 6 Clear Future Date

You have to find your own voice in this process. This methodology is modular, not linear. Some of these modular components will be useful in a sales meeting, others in an email and still others in both.

CONTEXT SETTING

Introduction to the overall message.

Prepare your client to receive information from you. It helps create safety and space and mutual understanding. We may do this to contextualize a set of questions before we ask them. We also want to leave them an out, e.g., "I'm going to ask you a potentially difficult question. Feel free to answer or don't, it's up to you."

Steps to prepare someone to receive information.

- **Context itself** – set the context by preparing them before asking the questions.
- **Out** – give the person space to be able to respond.

EXAMPLE: "So as to better understand your business and how you operate it compared to our own operations, I would like to dig a little deeper and ask some questions. If you feel we are focusing on one aspect too much, please feel free to let me know."

“For me context is the key - from that comes the understanding of everything.” — KENNETH NOLAND





STORY

You are the only you.

Your story needs to be told through your eyes, in your own words and with your own experiences.

Differentiate ourselves by telling our story through our own eyes. Understand structure of story and plan to practice own story.

WM EXAMPLE: “Throughout my time working in this industry, I have seen challenges similar to this one before. In one instance, this is how we were able to solve the problem. I would like to work with you to develop a similar solution.”

We are all storytellers.

We all live in a network of stories.

There isn't a stronger connection between people than storytelling.”

— JIMMY NEIL SMITH



VETTING QUESTIONS

Specific questions asked to find solutions.

Questions are an essential component of the sales process. Vetting questions help me understand the whole of the situation we are talking about to make sure what I have is a good fit for the client and worth my time and theirs.

Sorting out who is in or who is out, understand the opportunity and realities person is in. Set up a question bank to utilize for this.

WM EXAMPLE: “Please could you give me some information on how your business is growing, and what your thoughts are on expansion and how we can accommodate this growth?”

The important thing is not to stop questioning.”

— ALBERT EINSTEIN



ECONOMICS

Replaces budget

Utilize the term Economics to replace the word budget.

We don't use budget because budget is just a small piece of the overall strategy for the company and the direction in which they're headed.

Utilize this term instead of budget, as budget only forms part of the element of the deal.

Win EXAMPLE: "I would like to get a complete picture of your Economics plan for this project. What is your priority list for expenditure? Let's align that with your Wood-Mizer investment and see where we land."

**It's clearly a budget.
It's got a lot of numbers in it."**

— GEORGE W. BUSH



PROCESS LANGUAGE

Explaining the timeline.

- Ours
- Theirs

Everything that is purchased is done so through a process. We will concentrate on our process and their process and the steps along the way. We will no longer concentrate on or even refer to The Decision Maker. "Can you tell me what happens to my proposal once I submit it to you? What does that process look like?" As we learn about the process, we will learn about the people involved.

Talk about and understand the decision process.

Win EXAMPLE: "As we would like to plan the timing on moving forward with this deal, it would be great if I could explain our process and get an understanding of yours and the decision process and people involved."

**If you can't describe what you
are doing as a process, you don't
know what you're doing."**

— W. EDWARDS DEMING



For me the greatest beauty, always lies in the greatest clarity.”
 — GOTTHOLD EPHRAIM LESSING

CLEAR FUTURE DATE

A future time, date and action with the person I’m talking to.

Three components wrapped by a fourth. **1.** Time **2.** Date—specific **3.** Action—Zoom call, in-person meeting, etc. **4.** Electronically accepted calendar invite. This eliminates the situation where we might say something like, “I’ll send the proposal over and follow up with you at the end of next week.” That is too vague. All 4 components must be present for you to have a CFD.

Set agreed terms to get back together with agreed date and time for feedback that plan has been actioned in a electronically accepted calendar invite.

EXAMPLE: “Thank you for the feedback on the action items for this deal. I would like to nail down a decision, can we agree to **get on a call** in the next few days? Let me know **what day** works better for you, either Wednesday the 9th or Friday the 11th at **9am**. I will send you a **calendar invite** upon confirmation.”

A **CLEAR FUTURE** HAS THE FOLLOWING COMPONENTS:



PERFECTING THE 9 POWERFUL P'S



PRODUCTS

Sell the range.



PRICE

Set realistic pricing.



PLACE

Know your territory and cover it.



PROMOTION

Stay visible.



PROCESS

Respond to customer needs.



PLANNING

Maintain consistent stock levels.



PEOPLE

Invest in staff training.



PREFERRED PARTNER

Build long term customer relationships.



PLUS +

Recognize the value of smaller sales items.



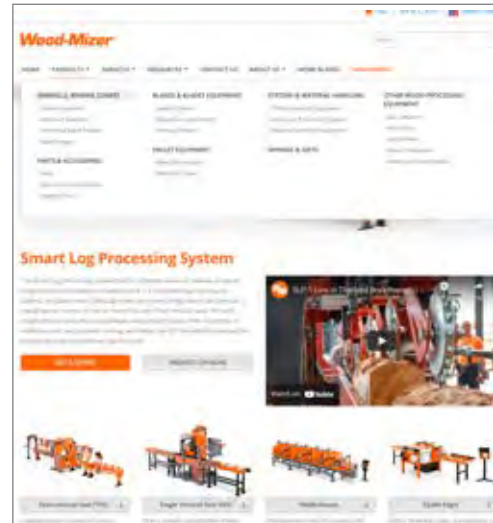


PORTABLE & INDUSTRIAL SAWMILLS
WOOD PROCESSING EQUIPMENT
BLADES & BLADE MAINTENANCE



PRODUCTS

Sell the Range - Realize the unmatched product range makes it possible for Dealers to find a solution for customers who have “From Forest to Final Form” needs.



WHOEVER SAID
“MONEY DOESN'T GROW ON TREES”
DIDN'T KNOW ABOUT
WOOD-MIZER EQUIPMENT

MACHINES THAT MAKE YOU MONEY

Think money doesn't grow on trees? Think again. From Forest to Final Form, Wood-Mizer equipment turns logs into profits by producing lumber, slabs, and practically anything made from the love of wood. Visit woodmizer.com, subscribe on YouTube, or give the newspaper or social media to see for yourself how Wood-Mizer Machines Make You Money.

Example: U.S. industry print advertisement

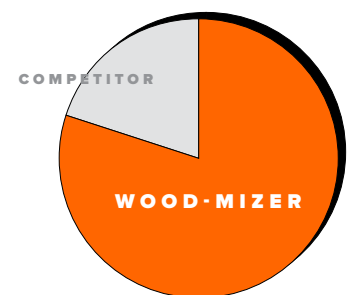


PRICE

Realistic pricing - Set a fair and reasonable price for the products and explain the value and ROI that comes with buying Wood-Mizer. Pricing products too high allows competitors into the market and ultimately hurts sales and sales potential.



Example: loss of sales to competition is possible if margins are set too high.



MARKET SHARE



PLACE

Local footprint and coverage of sales area -

Know the territory and cover it. For example:

The Wood-Mizer Ghana dealer has 9 branches providing local availability of spares.



Example: S. America Building Exterior & Showroom



Example: The Wood-Mizer logo appears on dozens of buildings globally.



PROMOTION

Visibility - Look for every exposure opportunity to show the Wood-Mizer brand and product line to the market through advertising and marketing, facility and signage, clothing, show participation, sponsorships, community involvement and more. When customers see a Wood-Mizer product, they see a world of opportunity.

FRESH WEBSITE CONTENT • E-NEWSLETTERS • SOCIAL ENGAGEMENT • MARKETING & BRANDING



Example: U.S. Website



Example: EU E-newsletter



Local videos, articles, photography demonstrate that Wood-Mizer can and is supporting local sawmillers and their needs.



Visual Impression with branded equipment, POS, clothing, and signage.



Example: S. Korea Facebook Promo



Shows: the place to see latest machines in Emerging Markets. EMs depend on relationship building opportunities.



PROCESS

Informative and comprehensive responses to customer needs.

Wood-Mizer
Quality Products • Good Prices

Pro-Forma Invoice

Company Name: Mozambique Florestal
 Attention: Neville Slade
 Address: Beira
 Mozambique

Date: 19/08/2011
 Pro-Forma No: 1102809LT2

Mobile No.: 00258 823038817.
 Email: Neville.Slade-MF <nville.slade@moflor.co.mz>

Wood-Mizer LT20 Diesel!

INTRODUCTION
 Wood-Mizer is the world's leading producer of the leaf band sawmills and secondary wood processing equipment. Reflecting quality and expert workmanship, over 80 000 of its machines operate worldwide. They range from small, simple, attractively priced sawmills for farmers, estate owners and craftsmen through mid-range, workhorse mills for entrepreneurs or private businesses to industrial scale sawmills. The industrial mills, in particular, slash by half the cost of conventional sawmills, but achieve the same output. Most Wood-Mizer customers' income derives from the broad selection of sawmills, equipment and blades which continue to help individuals launch their own wood processing businesses. Worldwide (in 220 countries) timber

Wood-Mizer
Quality Products • Good Prices

mills, wood-processing plants and other wood industry companies place their trust in Wood-Mizer.

MACHINE
 If you want more flexibility to tackle the more demanding job, the LT20 Series has the features that you need. The LT20 Series is the first of our range of mills to feature the cantilevered head design which allows fast accurate set-ups, even on uneven ground. Standard power up/down and power feed on the head further increases productivity and control of the cutting process. The bed is our well proven angle rail design providing rigidity and strength and easy access to the log for handling. Optional Manual Hydraulic log loading makes loading even the largest logs safe and easy, and the addition of the optional which operated log turner facilitates the handling of large logs.

From small individual projects to a small business operation the LT20 Series provides the tool that you need for success. The LT20 Series is ideal for start-up businesses and small workshops who want the higher level of productivity that the LT20 Series can provide, but don't need the productivity of the L140 and LT170 Series.

LT20 Series	Performance Specifications
Max. Log Capacity	L170M: 80 cm dia. x 4.8 m L170M: 80 cm dia. x 6.1 m L170L: 80 cm dia. x 8.4 m
Log Handling	Manual/Hydraulic
Head Drive	Power Feed and Up/Down
Head Drive	22 HP Diesel 82 HP Gas 18 kW Electric
Power Options	Electric Blade Guide Arm Roller Blade Guides
Standard	SW Networks Trolley Package
Typical Options	Manual Hydraulic Log Loading Wood Turner Debarker Bed Extension: 1.8 m or 3.6 m or 7.2 m

Manual Log Handling

Standard Manual Footboards
 Mounted on the sawmill bed's front and rear cross members, the footboards enable you to lift either end of a tapered log by hand crank.

Hydraulic Log Handling

Hydraulic Roller Footboards
 Extra wide roller footboards compensate for log taper and allow easy log positioning.

Wood-Mizer
Quality Products • Good Prices

Optional Manual Log Loading
 The manual pump is supplied with the optional hydraulic loading arms.

Hydraulic Log Loading
 Coupled with the manual pump the loader will effortlessly load logs up to 1500 kg.

Optional Manual Log Turner
 The optional winch-operated log turner makes handling even large heavy logs an easy process.

Hydraulic Log Turner
 Turning a log or cant for the next cut is easy. Just throw a lever on the control box.

Standard Manual Clamp
 An effective multi-position clamping for both logs and cants.

Hydraulic Log Clamp
 Special two-plane clamping system simplifies sawing of stressed logs. Cuts as close as 2.5cm from the bed are possible.

Example: S. Africa Pro-Forma Invoice, see pages 55-60.



PLANNING

Consistent stock levels - Carries balanced stock levels of spares, blades and mills. If you don't have it, how can you sell it?

STOCK PLANNING EXAMPLE*



*Know how long it takes and plan accordingly.



PEOPLE

Commitment to training - Investing in sending staff for sales and technical training, what you put in is what you get out!

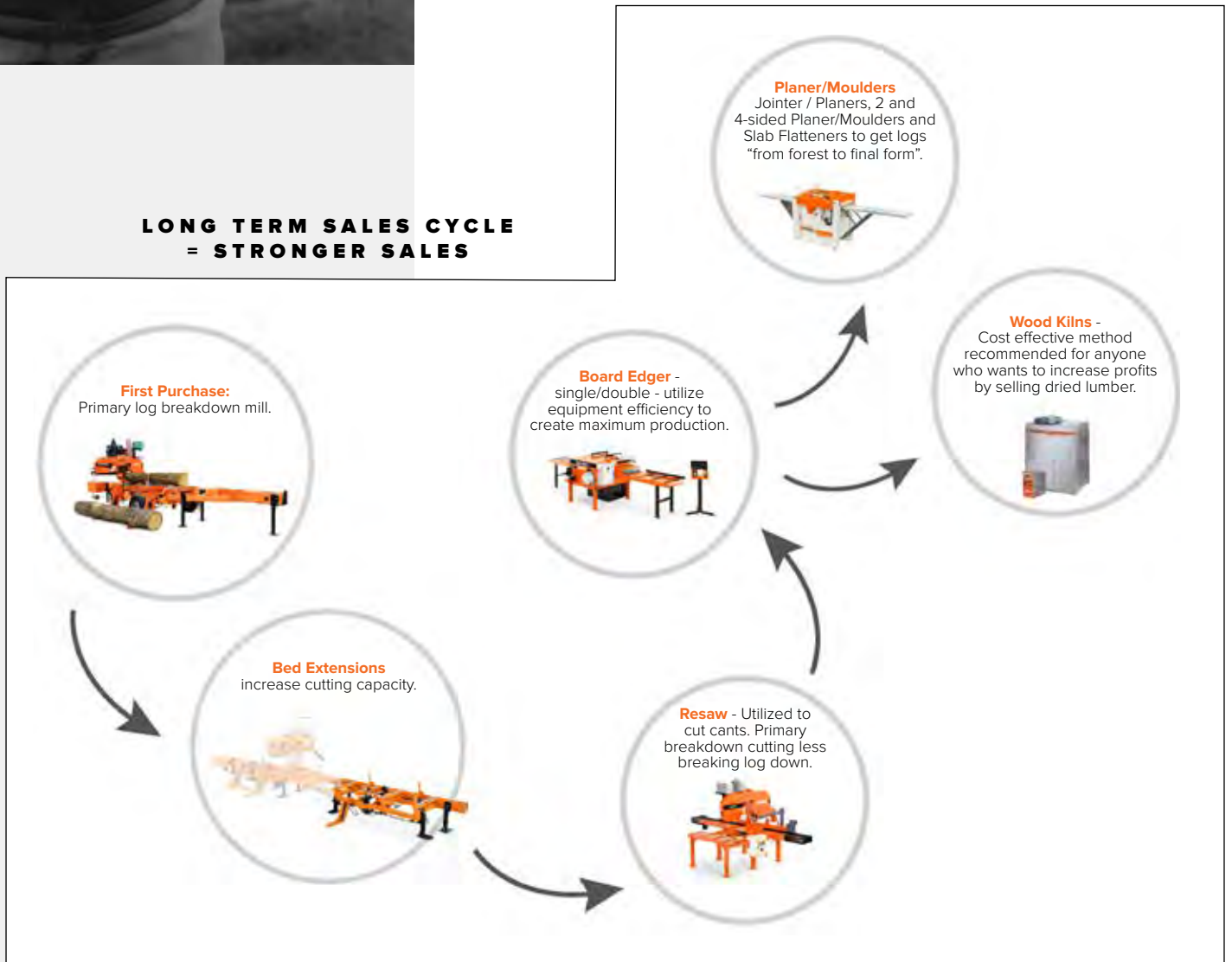




PREFERRED PARTNER

Build long term customer relationships - Invests in the lifetime value of the customer and nurtures customers even after the sale to create a long term relationship and supply ongoing blades, spares, and complementary Wood-Mizer products.

LONG TERM SALES CYCLE = STRONGER SALES





PLUS +

Recognition of the value of smaller sales items -
 Consumables and spares keep customer sawing without
 downtime and are the “bread and butter” for dealers!

ACCESSORIES



Power Feeds
Starting at \$1,195*



Debarbers
Starting at \$1,495*



Accuset® 2 Setworks
Prices Vary



Fine Adjustment Outriggers
Prices Vary



Board Outfeed Table
\$1,225*



Sawmill Covers
Starting at \$75*



Spare Tires
Prices Vary



SimpleSet Setworks
Starting at \$1,195*



LubeMizer® Lubrication System
Prices Vary



Bed Extensions
Prices Vary



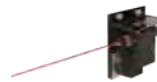
Operator Seat
\$1,295*



Command Control
Prices Vary



Board Return
\$605*



Laser Sight
\$995*



Wireless Head Control
\$2,200*



Hydraulic Loading & Turning Kits
Prices Vary



Sweatshirts & Tees
Starting at \$14.95*



Jackets
Starting at \$49.95*



Suspenders
\$24.95*



Hats
Starting at \$14.95*



Books & Gifts
Starting at \$14.95*



Sawmill Replica
\$34.95*

Wood-Mizer was founded by two gentlemen who invested their time, energy, money, and passion into the company and more importantly the customers. The very first sawmill was personally delivered to the customer by one of the founders who not only spent a weekend training the customer but also sharing a meal and time together. Then and still today, Wood-Mizer makes all decisions based on **DOING THE RIGHT THINGS FOR THE RIGHT REASONS.**



Keeping this culture in place has been the main driver to success.

Members of the Wood-Mizer family carry this culture forward and for that reason are **chosen very carefully.** Selling Wood-Mizer provides you with the opportunity to continually grow and reach your next level of professional best.

WHEN YOU WORK FOR WOOD-MIZER, YOU ARE EXPECTED TO:

- Communicate **clearly, regularly,** and **professionally.**
- Give Wood-Mizer your **core focus.**
- **Continually improve** through openness and training.
- **Inspire and engage others** through your own **passion** for the industry, company, products, and customers.
- Treat others the way **you want to be treated.**
- Be the embodiment of **genuineness with a customer-focus.**

Wood-Mizer
from forest to final form[®]

COPY, CUT, & KEEP AS A REMINDER!



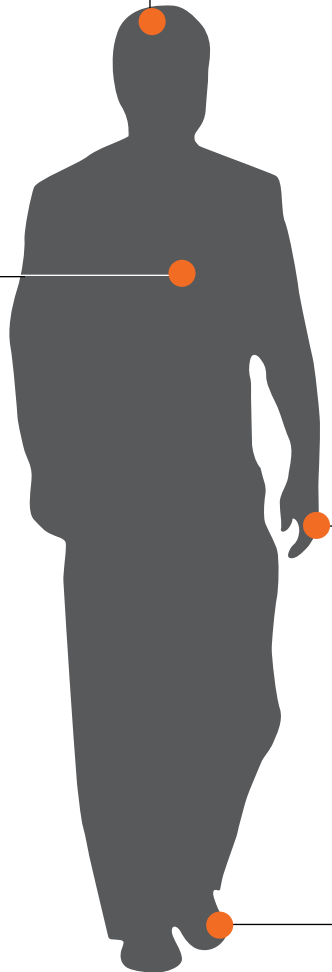
WHAT'S ON THE INSIDE MATTERS

WOOD-MIZER REPRESENTATIVES HAVE **INQUIRING MINDS WHO THINK CREATIVELY, ARE LIFE-LONG LEARNERS, AND CONTINUALLY IMPROVE.**

- Strategic Thinker
- Industry Prowess
- Heavy Equipment Sensibility
- Mechanical Minded
- Business Expert

WOOD-MIZER REPRESENTATIVES HAVE A **HEART FOR MAKING A DIFFERENCE IN PEOPLE'S LIVES AND FEEL A CONNECTION TO THE COMPANY, PRODUCT, CUSTOMERS, AND INDUSTRY.**

- Relationship Driven
- Golden Rule First
- Entrepreneur Spirit
- Enthusiastically Infectious
- Passionately Servant



WOOD-MIZER REPRESENTATIVES HAVE A SPECIAL **TOUCH FOR CONNECTING WITH CUSTOMERS AND ARE WILLING TO EXTEND A HELPING HAND FOR THE GREATER GOOD.**

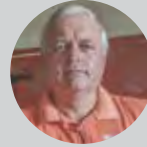
- Hands On Approach
- Digs Deep for Accomplishment
- Zestfully Dives In
- Authentic Touch
- Completes the Puzzle

WOOD-MIZER REPRESENTATIVES ARE GO-GETTERS THAT ARE **ON THE MOVE MAKING THE MOST OF EVERY OPPORTUNITY.**

- Locally Connected
- Community Rooted
- Goes Extra Miles

“

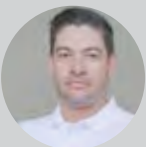
Selling Wood-Mizer means a lot to Saw Services Mozambique. We feel that we are privileged to be a part of a professional line of products which has brand power, a very good reputation, and support.”



— **RICHARD BRAMFORD**
SAW SERVICES MOZAMBIQUE

“

Our experience as a Wood-Mizer distributor has been excellent our customers have been very satisfied with the products, services, spare parts. Wood-Mizer is always focused in helping us solve our customers' problems and also their needs.”



— **DANIEL PORTILLO**

KICKSTARTER QUESTIONS

Example:

Dear Sir,

Thank you for your interest in Wood Mizer sawmills.

Please see questions below so that I might supply you with the quotation best suited to your needs:

Timber species you want to cut i.e. hardwood or Softwood?

Please advise what sort of production per month you require (m2 in)

Please confirm which power option(s) you would like to consider i.e.

Petrol, Diesel or Electric?

Max log length and diameter?

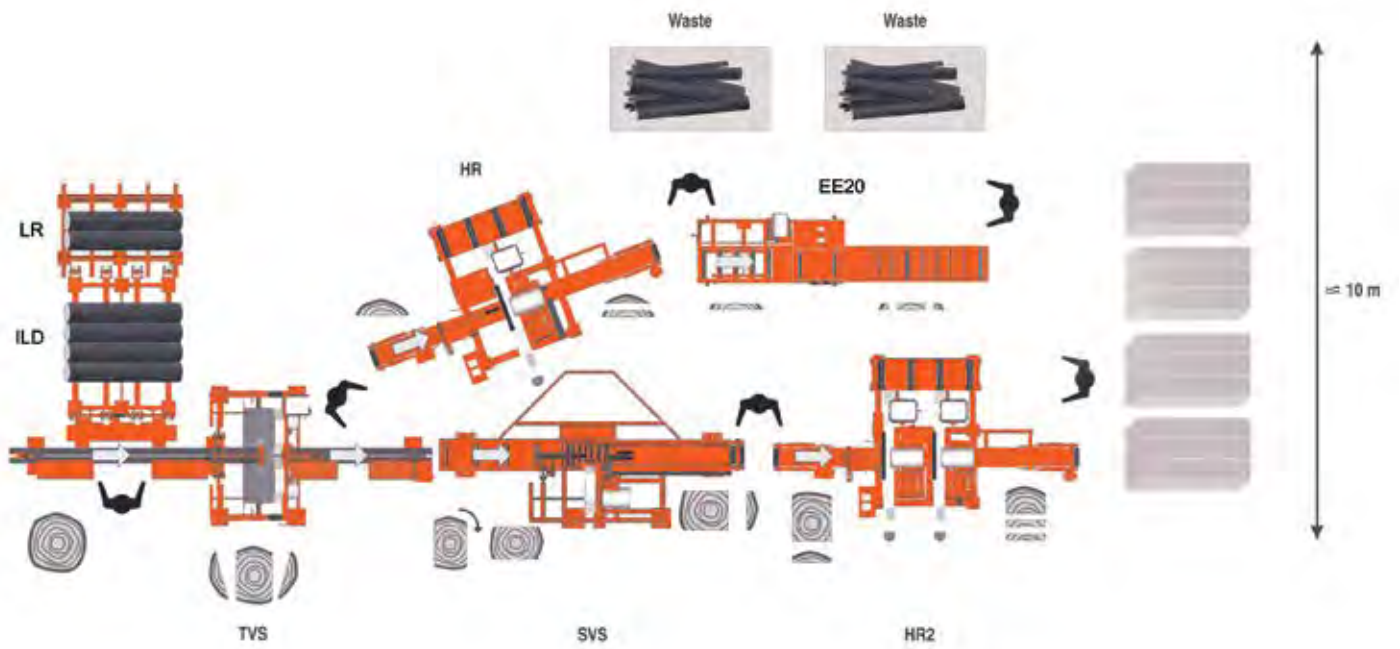
Do you require a stationary mill or portable mill?

If you have any other queries please do not hesitate to contact me.

Yours sincerely,

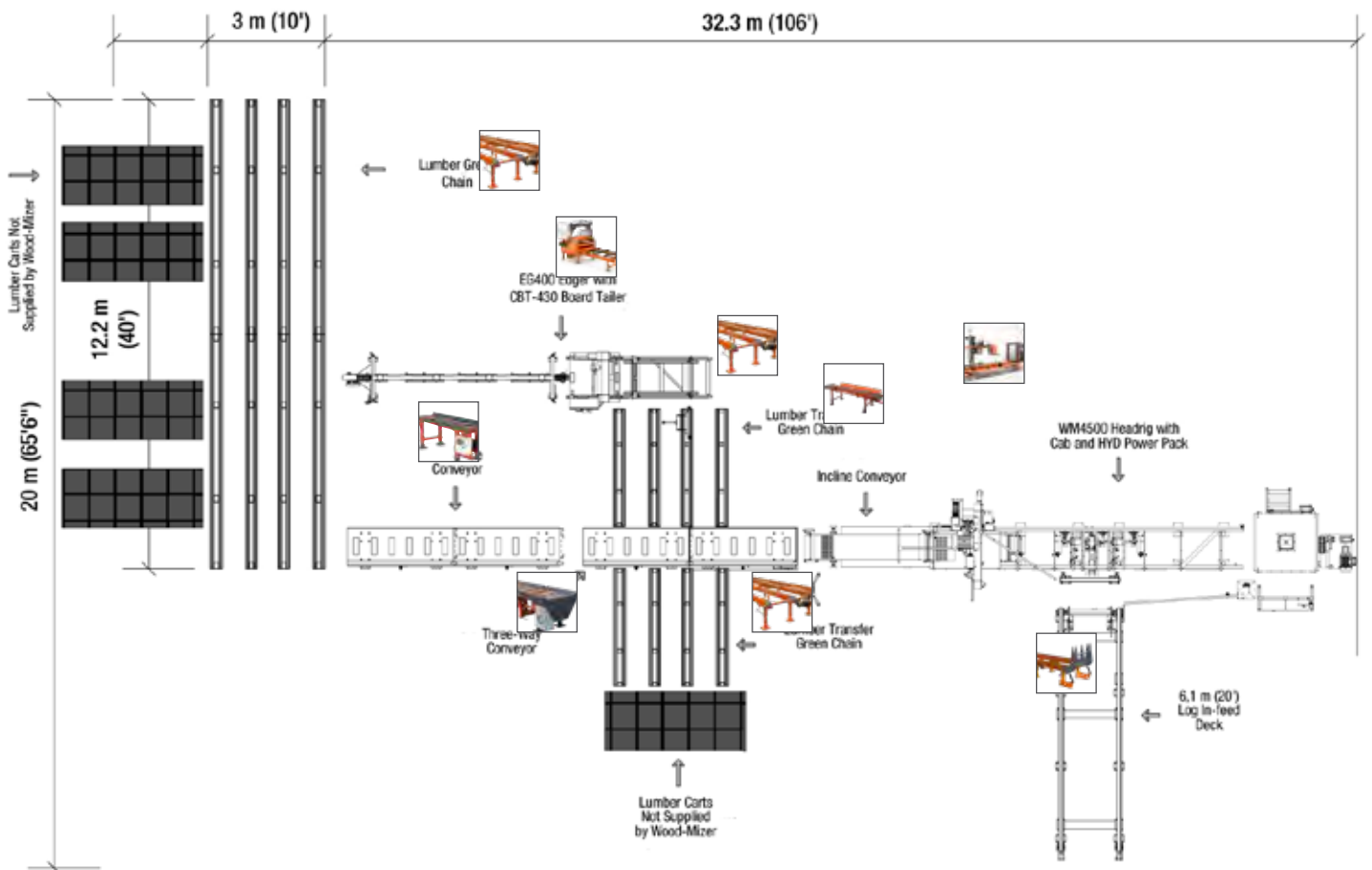
Wood-Mizer Sales Associate

VISUAL EXAMPLES CREATE POSSIBILITIES



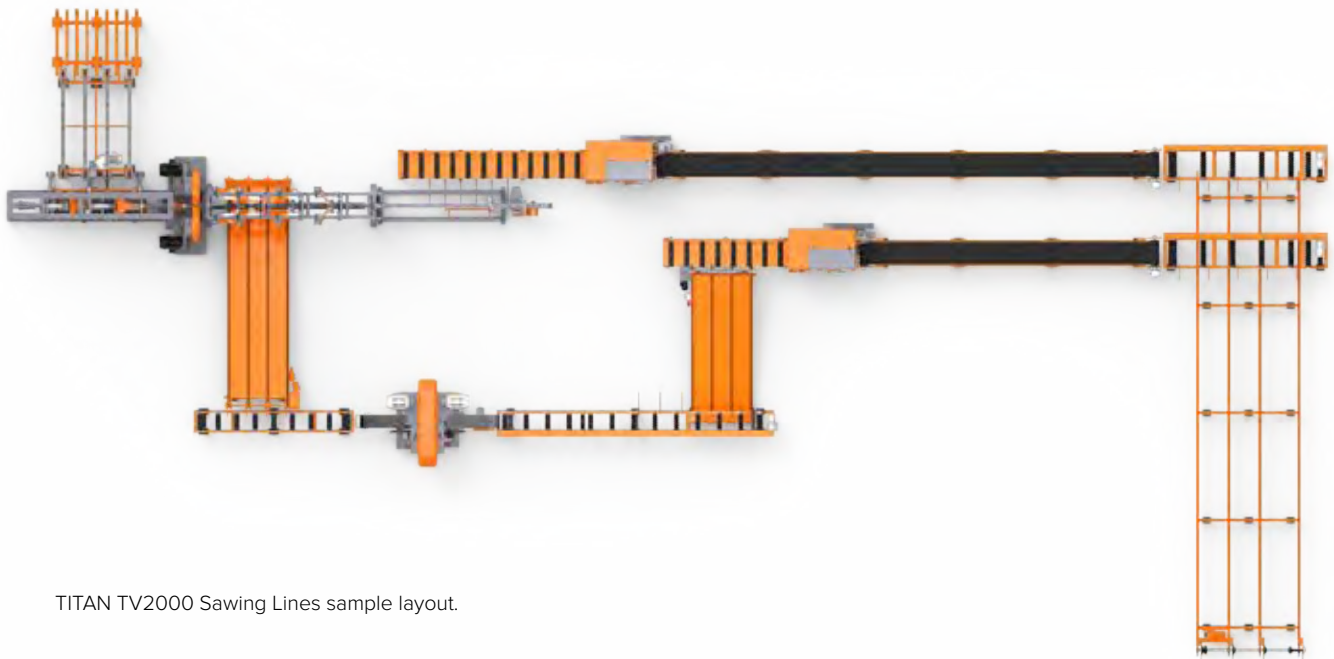
SLP sample layout.

VISUAL EXAMPLES CREATE POSSIBILITIES



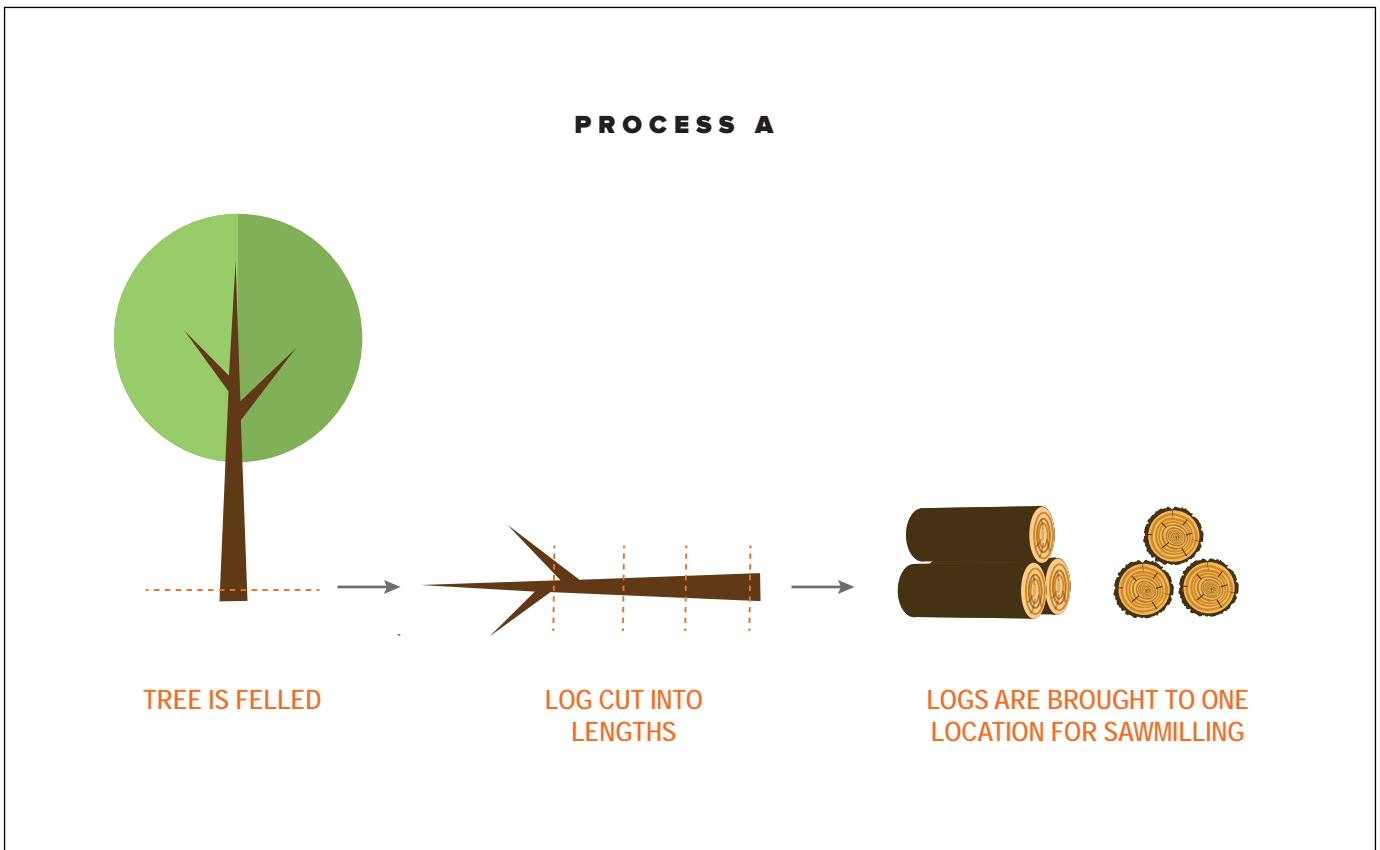
WM4500 System sample layout.

VISUAL EXAMPLES CREATE POSSIBILITIES



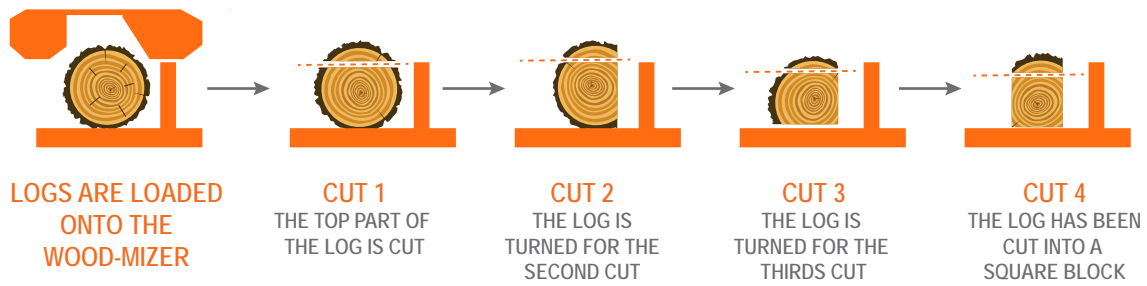
TITAN TV2000 Sawing Lines sample layout.

PROCESS DIAGRAMS HELP EDUCATE



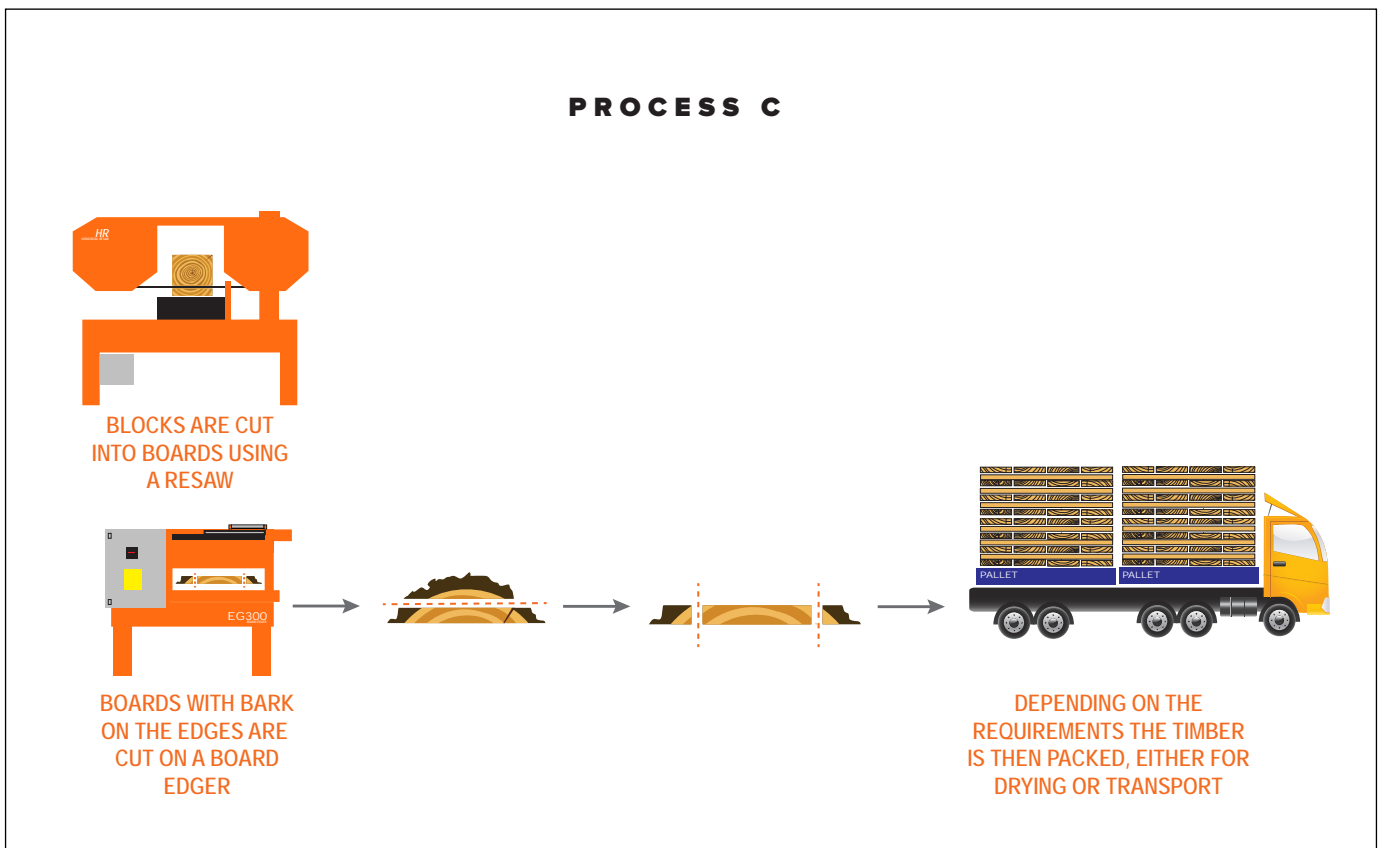
PROCESS DIAGRAMS HELP EDUCATE

PROCESS B

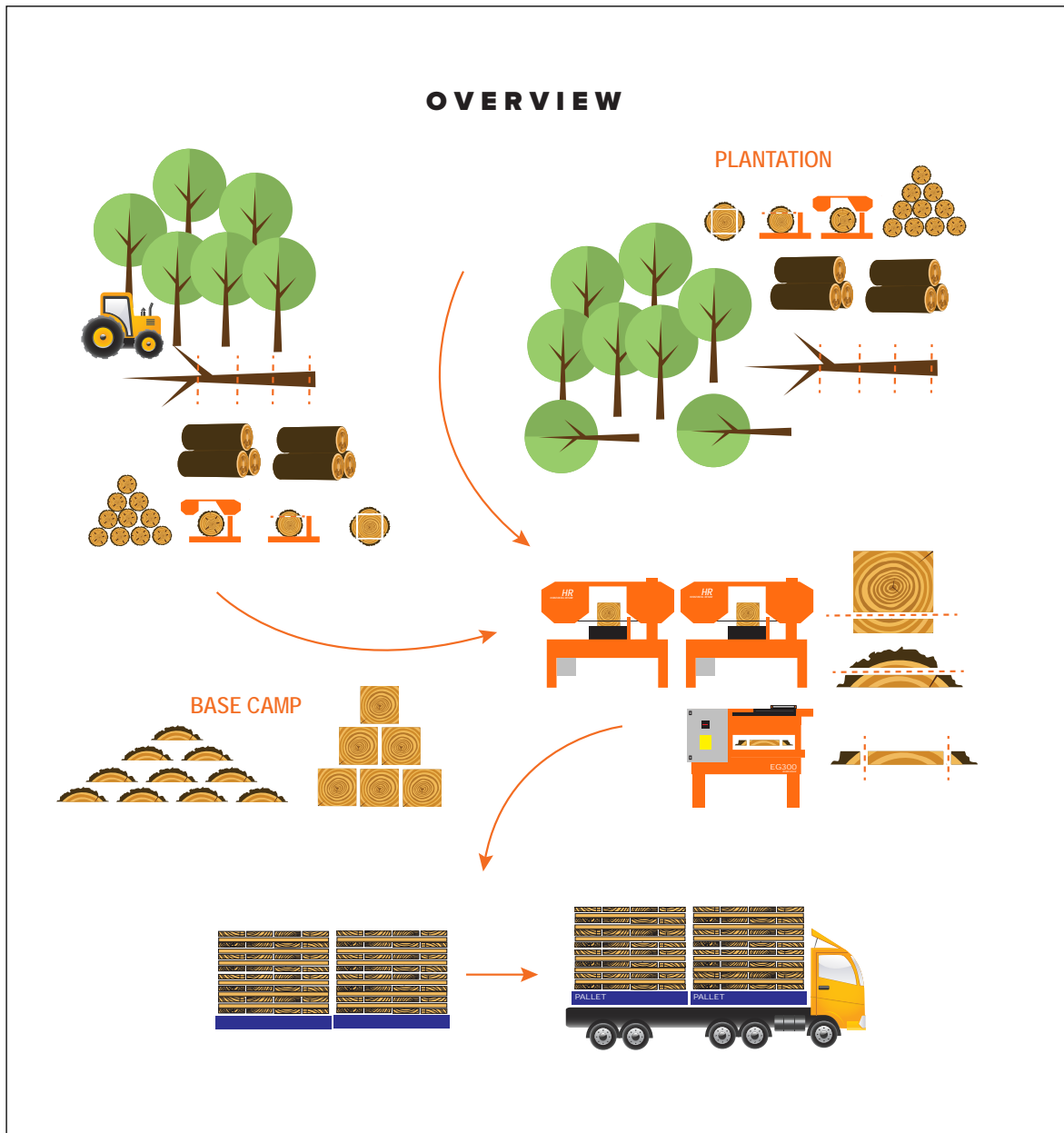


THE FOLLOWING PIECES ARE NOW AVAILABLE FOR FURTHER PROCESSING, WHICH ARE THEN SENT TO A CENTRAL BASE CAMP.

PROCESS DIAGRAMS HELP EDUCATE



PROCESS DIAGRAMS HELP EDUCATE



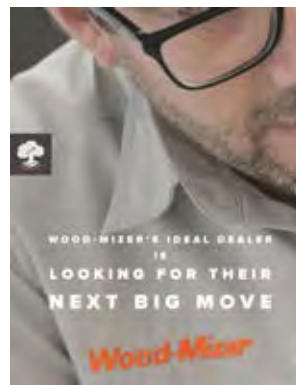
EXPAND YOUR NETWORK



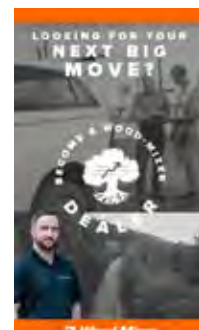
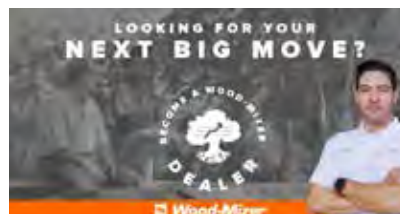
YouTube Video: Become a Wood-Mizer Dealer



Website



Print and Digital Dealer Recruitment Brochure



Social Assets (Facebook/LinkedIn)



DEAL PROCESSING GUIDE

NAME

MEETING DATE:

<p>One or two concise sentences that clearly define the issue. <i>Present the issue in a "How To" [H2] statement.</i></p>	<p>The issue is:</p>
<p>Effect on dollars, people, products, services, customers, vendors, family, timing, future, outer offices, etc.</p>	<p>It is significant because:</p>
<p>What I really want to happen.</p>	<p>My ideal outcome is:</p>
<p>Short bullet points that identify:</p> <ul style="list-style-type: none"> • How/When/Where/Why it started. • Who the players are • The forces at work • Today's focus • Future impact 	<p>Relevant background information:</p>
<p>All the various action steps I could take.</p>	<p>My options are:</p>
<p>This is the option above I plan to pursue at this moment.</p>	<p>My options are:</p>
<ul style="list-style-type: none"> • Options I'm missing? • On the right track? • What would you do differently and why? • Should I do nothing? 	<p>Help I would like from the group:</p>

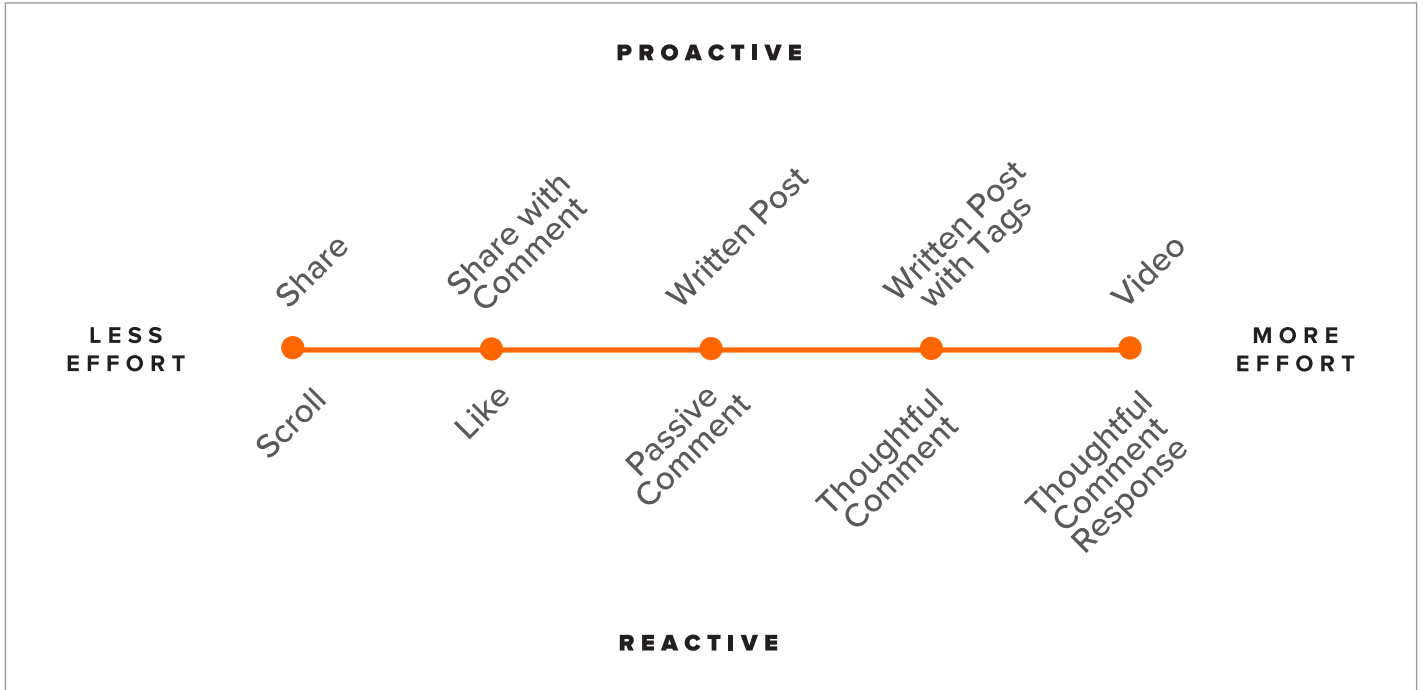


CONTENT PLANNER

NAME

DATE:

CONTENT CONTINUUM



BEHAVIOR PLAN

	BEHAVIOR	MONTH:	MONTH:	MONTH:
PROACTIVE				
REACTIVE				



PROFESSIONAL ACTION PLAN

NAME

TIME PERIOD:

THEME

--

BUSINESS OBJECTIVES

--

PERSONAL OBJECTIVES

--

CONTROLLABLE BEHAVIORS

--

CLIENTS

--	--	--	--



PROFESSIONAL ACTION PLAN

CONQUEST ACCOUNT LIST

--

CONNECTORS

--

THREATS

--

CORE MOTIVATIONS

--

CHANGE ORDERS

--

ACCOUNTABILITY PARTNER:

DATE/TIME OF MEETING:



IDEAL CLIENT

DEMOGRAPHICS

DEMOGRAPHIC	GOOD	BETTER	BEST

OTHER FACTORS

-
-
-

PSYCHOGRAPHICS *(CULTURAL/SUBJECTIVE TRAITS OF POTENTIAL CLIENTS)*

-
-
-
-
-
-
-

WHAT WE DON'T DO

-
-
-

Pro-Forma Invoice

Company Name: Mozambique Florestal

Date: 19/08/2011

Attention: Neville Slade

Pro-Forma No: 11028091LT20D

Address: Beira

Mozambique

Mobile No.: 00258 823038817.

Email: Neville Slade-MF <neville.slade@moflor.co.mz>

SAMPLE

Wood-Mizer LT20 Diesel



INTRODUCTION

Wood-Mizer is the the world's leading producer of thin kerf band sawmills and secondary wood processing equipment. Reflecting quality and expert workmanship, over 80 000 of its machines operate worldwide. They range from small, simple, attractively priced sawmills for farmers, estate owners and craftsmen through mid-range 'workhorse' mills for entrepreneurs or private businesses to industrial scale sawmills. The industrial mills, in particular slash by half the cost of conventional sawmills but achieve the same output. Most Wood-Mizer customers' income derives from the broad selection of sawmills, equipment and blades which continue to help individuals launch their own wood processing businesses. Worldwide (in 220 countries) timber

mills, wood-processing plants and other wood-industry companies place their trust in Wood-Mizer.

MACHINE

If you want more flexibility to tackle the more demanding job, the LT20 Series has the features that you need. The LT20 Series is the first of our range of mills to feature the cantilevered head design which allows fast accurate set-ups, even on uneven ground.

Standard power up/down and power feed on the head further increases productivity and control of the cutting process. The bed is our well proven single rail design providing rigidity and strength and easy access to the log for handling.

Optional Manual hydraulic log loading makes loading even the largest logs safe and easy, and the addition of the optional winch operated log turner facilitates the handling of large logs.

From small individual projects to a small business operation the LT20 Series provides the tool that you need for success. The LT20 Series is ideal for start-up businesses and small workshops who want the higher level of productivity that the LT20 Series can provide, but don't need the productivity of the LT40 and LT70 Series.

LT20 Series	Performance Specifications
Max. Log Capacity	LT20S: 80 cm dia. x 4.8 m LT20M: 80 cm dia. x 6.1 m LT20L: 80 cm dia. x 8.4 m
Log Handling	Manual/Hydraulic
Head Drive	Power Feed and Up/Down
Power Options	22 HP Diesel 25 HP Gas 11 kW Electric
Standard	Electric Blade Guide Arm Roller Blade Guides SW Setworks Trailer Package
Typical Options	Manual Hydraulic Log Loading Winch Turner Debarker Bed Extension: 1.8 m or 3.6 m or 7.2 m

Manual Log Handling



Standard Manual Toeboards

Mounted on the sawmill bed's front and rear cross members, the toeboards enable you to lift either end of a tapered log by hand crank.

Hydraulic Log Handling



Hydraulic Roller Toeboards

Extra-wide roller toeboards compensate for log taper and allow easy log positioning.



Optional Manual Log Loading

The manual pump is supplied with the optional hydraulic loading arms.



Hydraulic Log Loading

Coupled with the manual pump, the loader will effortlessly load logs up to 1500 kg.



Optional Manual Log Turner

The optional winch-operated log turner makes turning even large heavy logs an easy process.



Hydraulic Log Turner

Turning a log or cant for the next cut is easy. Just move a lever on the control box.



Standard Manual Clamp

An effective multi-position clamping for both logs and cants.



Hydraulic Log Clamp

Special two-plane clamping system simplifies sawing of stressed logs. Cuts as close as 2.5cm from the bed are possible.

FEATURES AND BENEFITS

- Cantilevered Head : Assures fast set-up , easy levelling and accurate cuts
- Carriage Height : Powered positioning of the head is standard on the LT20 Series and gives fast and accurate cutting dimensions.
- The Throat Capacity : Allows cuts up to 660mm wide
- Main Bed Torque Tube : The same frame used on all Wood-Mizer professional sawmills
- Four Main Bed Supports : Adjustable to assure accuracy.
- Main Blade-Guide Arm : Easily adjustable from the operators position
- Heavy Duty Adjustable : Supports swing out from the main bed rail to help hold boards, Supports long cants , beams , or boards on a flat plane while cutting
- Main Rails : Induction-hardened , precision steel rods welded to the top and bottom of the 100mm by 200mm torque tube of the main frame
- Stainless Steel Bed : Protects the saw bed from wear and also prevents Sleeves staining of hardwood's
- Water Lube System : Keeps the blade in optimum cutting condition
- Side Support : Manually adjusted side supports help to secure the log during cutting

PRICE

Short Bed - 4.8m	R 158 000.00
Medium Bed – 6.1m	R 168 800.00

TERMS:

Payment must be in full before machine can be released
All prices are FOB Johannesburg , Ex VAT
Prices valid for 30 days
Subject to our Terms & Conditions

SHIPMENT: Ex stock , subject to prior sale

RECOMENDED EXTRA'S

BMP-PLCBN – Wood-Mizer Blade Maintenance Package

Wood-Mizer sharpeners feature a 0,18 kW single phase AC motor with a nominal speed of 2800 rpm. This type of motor is renowned for long and trouble free life because it does not have brushes or commutators. One of the most important features during the design process was the easy insertion and removal of the blade. When installing the blade, the head lifts up out of the way and the blade can be easily inserted into the clamp.

The electric control box is mounted in such a position as to allow easy access to the controls. Incorporated into the hinged lid is a venting pipe that can be connected to an exhaust system to remove any oil mist generated during the sharpening process. Wood-Mizer supplies specially designed borazon grinding wheels in four profiles which exactly match our factory set profiles.

PRICE



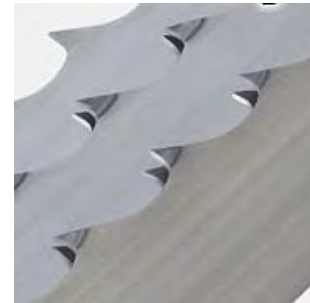
R 28 500.00

Wood-Mizer Bandsaw Blades

There's a reason these are called „DoubleHard” blades. Wood-Mizer starts with the same high-quality alloy steel that it uses for the Professional range and then induction-hardens each tooth, giving it twice the toughness – and twice the life.

In fact DoubleHard blades have up to twice the sharp life of most standard blades. Wood-Mizer DoubleHard blades are tough, non-brittle, and won't chip or wear down prematurely. DoubleHard blades offer unmatched cutting flexibility, whether you want to cut frozen or kiln-dried timber, softwoods, hardwoods or knotty woods. DoubleHard Blades have "IH" in the part number.

PRICE (15 Blades per box)



R 2 880.00

Wood-Mizer Spares Package

This package is made up of all the necessary spares parts , such as blades, bearings, blade guide rollers, v-belts , drive belts, filters etc. to operate your sawmill in a remote area

Why stop your sawmill cutting for a part that costs R100 – stopping your mill for a day or two will result in lost production resulting in lost profits

We will make up a comprehensive spares package to suit your individual needs.



NOTES

NOTES

NOTES



Wood-Mizer®
from forest to final form®

woodmizer.com

FOR MORE INFORMATION, VISIT WOODMIZER.COM/BECOME-A-DEALER