

**File note of call with Rosemarie Caloiero, Marketing & Retail Strategy Mgr, Beyond Tools – 08/03/18**

Beyond Tools supports the Festool RPM conduct as it has helped their business in terms of stabilising the pricing in the market so that there are not price wars. This has also helped customers when choosing a dealer because they can see that the price is uniform across the board and therefore are choosing Beyond Tools on the basis of their quality of service and in-store range. It was difficult telling the customer initially that the price could not be discounted because of the costs of providing the service. Customers do not complain about pricing any more – they choose the dealer based on service and range of products.

Due to Tooltechnic's premium quality, high tech products, training is essential to help dealers and end-users. Tooltechnic do provide one of the highest levels of training internally and externally which is a shared expense. There is a large investment in the Tooltechnic model and the RPM justifies this expense for dealers. Dealer margins are much the same under the RPM but margins are now known in advance as a result of the conduct.

The conduct has allowed Beyond Tools to offer more range, larger floor space, more add-on services, servicing of tools, and quality customer service. From the servicing aspect, Tooltechnic provides dealers and their repair staff support for completing repairs for customers.

It would be wonderful if other power tool suppliers applied RPM.