

Snap-on[®]

BUSINESS OPPORTUNITY

For just short of a century, professional technicians have reached for Snap-on[®] Tools
www.snapon.co.za



Own & Operate a

Snap-on[®]

**MOBILE
DEALERSHIP**





Business Opportunity

The Company

Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tool, diagnostic and equipment solutions for professional tool users.

Since 1920, when Snap-on first developed the interchangeable socket wrench, the name "Snap-on" has been recognised as the leader in providing the finest quality tools and equipment for the professional technician.

During this time, Snap-on pioneered and perfected the idea of direct sales to technicians, right at their place of business, while providing credit programmes so they could purchase the tools that would build their business. We still do that today. As a leading marketer of tool and equipment solutions, Snap-on provides you with an opportunity to partner with a financially strong Company with an outstanding reputation for quality, service and innovation.

Snap-on first entered the international arena in 1931. Today Snap-on can be found in over 130 countries around the globe.

The Snap-on Group provides this opportunity today to over 4,500 Dealers world-wide, that represent the Snap-on® brand of high-quality merchandise. If you are seriously considering an investment in a business, give yourself the benefit of starting with an established industry leader - Snap-on!



The Opportunity

Snap-on Dealers are offered the opportunity to purchase high-quality tools manufactured and distributed by Snap-on at a discount from suggested retail prices, and to resell those products at recommended prices.



Dealers call on their customers each week within an allocated territory, which include a variety of businesses such as auto dealerships, independent repair shops, auto-electricians, body shops and others. Dealers need to have a suitable van (approved by Snap-on Africa) with the Snap-on designed tool display area to encourage impulse buying. This Showroom on Wheels also allows you to take products right to your customer's place of business and deliver that personalised, professional service associated with the Snap-on® brand.

A successful Snap-on Dealership requires hard work, planning and the development of personal relationships with customers. As a Snap-on Dealer, you will enjoy a professional and respected position in the tool industry with good income potential.

Training & Field Support

One of the most important steps in getting a new business off to a good start is training. After a rigorous week in the classroom learning the basics of your business, you will be assigned a Sales Development Manager (SDM). Your SDM will accompany you from time to time on your route for an initial period of two to three weeks, to train you in the day-to-day aspects of the business.



During this in territory training period your SDM will cover:

- Sales Training
- Product Knowledge
- Van Display
- Credit Programme Management
- Policies and Procedures
- Record Keeping

And it doesn't stop there! Your SDM & DSD will continue to support you on an ongoing basis and will hold regular Field Group Meetings to discuss all aspects of the business, including new initiatives, promotional programmes, and developing product knowledge. Working with your SDM & DSD is like having your own personal trainers.



Customer Credit and Finance Programmes



Extending credit to your customers is an important element in becoming a successful Snap-on Dealer. Snap-on will teach you how to set up and manage your customer's credit programme, which you will want to establish for most of your customer's routine purchases.

For higher value products, Snap-on makes it easy to extend credit, through our in-house Finance Division - Snapfin. The programme allows you to extend credit to your customers, without tying up your cash.

Sales and Marketing Programmes



Snap-on spends thousands of Rands each year to promote Snap-on® products and the Snap-on® brand.

their Dealers an additional fee for advertising, Snap-on provides advertising and promotions as part of its service to its Dealer.

Here are just a few of the promotional arenas the Snap-on marketing department is involved in each year.

Media and Trade Publications - Sales Contests & Promotions - National Accounts - Promotional Products - Printed Monthly Promotional Leaflets - Electronic Marketing Material

All of these are designed to help you grow and build a successful business, because Snap-on realises that if you don't succeed as a Dealer, we won't succeed as a Company.



The Dealership

The purchase price depends on your circumstances and there are a few options available; a Sales Development Manager (SDM) will explain these at your first meeting. Snap-on depends on the success of its Dealers, because Snap-on's business is selling high quality tools and equipment to their Dealers.

Buying a business is a serious undertaking and a decision that must not be rushed. That is why Snap-on makes no excuses for having a lengthy application programme that not only includes a number of meetings. There are some unique features to the Snap-on Dealership that clearly sets it apart from most on the market today.

For Example:

| | | |
|----------------------------|-------------------------------|----------------------------------|
| Established Company | Ongoing Training & Assistance | Dealership Expansion Opportunity |
| Comprehensive Product Line | Credit Assistance Programmes | Transferability |
| Finance Assistance | | |

Please compare these features with other business opportunity on the market. We think you will agree that Owning & Operating a Snap-on Mobile Dealership is worth investigating.



Diagnostic and Equipment Sales and Support

You can also earn from the sales and/or lead commission of diagnostic & equipment sales. Your Diagnostic Sales Developer (DSD) will train you on these technical products and assist you to demonstrate and sell them.

Equipment products include; Air Conditioning Service Units, Emissions Testers, Battery and Brake Maintenance, Diagnostic Scanners and Wheel Service Equipment.



Our Expectation of a Snap-on Dealer



Snap-on is looking for highly motivated individuals with the determination to succeed in a competitive environment.

We look for integrity and professionalism and a contributive, cooperative spirit. The ideal Snap-on Dealer will possess a willingness to devote their full time and attention to making their dealership a success, along with an ability to deal effectively with customers, suppliers and the community.

Finally, Snap-on Dealers must find satisfaction in serving the needs of their customers. Snap-on has built its business on service and each of our successful Dealers understands that service is an important part of their success as well.

What's So Different About the Snap-on Philosophy

Snap-on has a different philosophy. For decades we have been successfully selling quality tools and equipment to professional technicians through a network of independent Dealers. That has been Snap-on's strength, and it is how Snap-on runs their business today. The focus at Snap-on is to make our Dealers successful on an ongoing basis by selling high quality tools and equipment.

For further information contact
The Business Manager
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www.snapon.co.za



View the Business opportunity video at snapon.co.za/who-is-snap-on or scan QR code.

