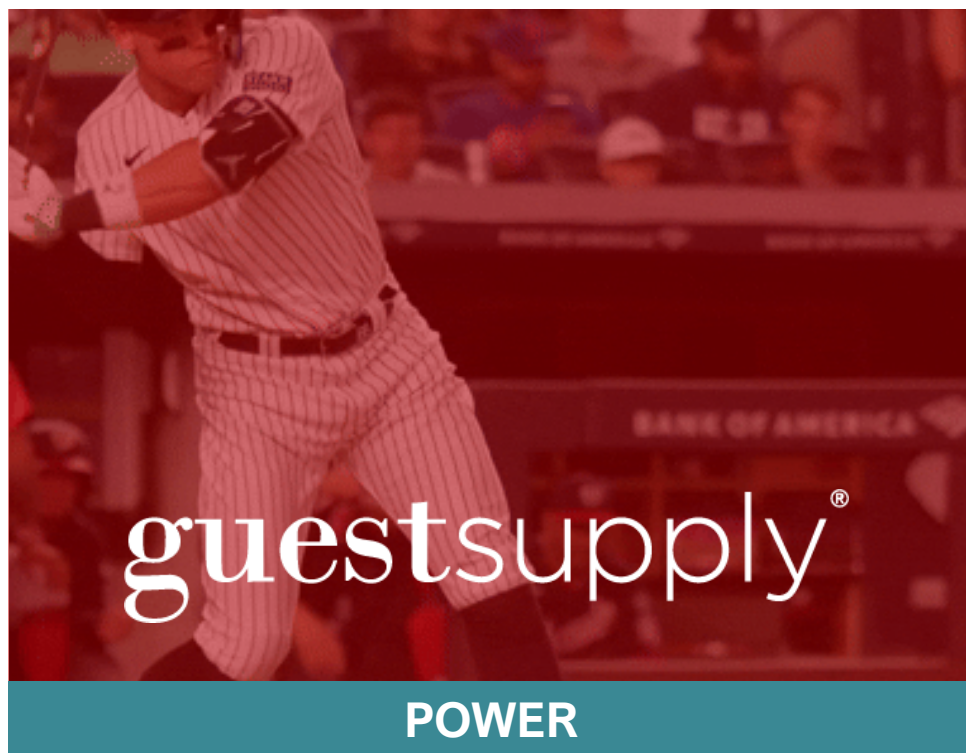




2024 North American Supplier Conference

Sales Consultant Breakout Sessions





Guest Supply combined with Manchester Mills is a powerful homerun for Guest Worldwide!

TRIPLE CROWN



MANCHESTER
— M I L L S —



GILCHRIST
& SOAMES®



guestsupply®

guestworldwide
a Sysco® company

— 2024 North American Supplier Conference

Partnering for Success-MM BDMS

.....

Carl Rocco



Overview-Agenda

1.

**Partnering
For
Success**

Carl

2.

**Brand
Approved
Products**

Claudia/Wayne

3.

**New
Products**

BDM

4.

**Marketing
Solutions**

Hadi

5.

**MM & GS
Spiff**

Ryan/Carl

6.

**Wrap Up!
& Q/A**

Carl/Ryan

Re-Introduction-Field Team

- Team Structure
 - Tim, Kim and Barry...and Marcus
 - Small, mighty and enthusiastic group
- Three step continual improvement process
 - Step one
 - Field time
 - GS sales process and needs
 - Step two
 - Simplify our communication
 - Collateral
 - And...Step three-Transparency and Partnership



Working together! Manchester Mills BDM's

BDM KPI	Monthly KPI
Trips per month - overnight	2
Accounts visited per month (Face to Face)	30
Number of different SC(s) worked with per month	6
Number of Districts visited per month	2
Annual New Business Growth (3 BDMs)	\$2.7 MM (\$900K/BDM)

Size of the independent Prize: \$192MM!!



BDM Map

WESTERN REGION

BDM: Barry Galian

Virtual Sales: Krystal Douglas &
Jason Renkens

GS BDM: Brie Mendoza

RVP: Tim Moore

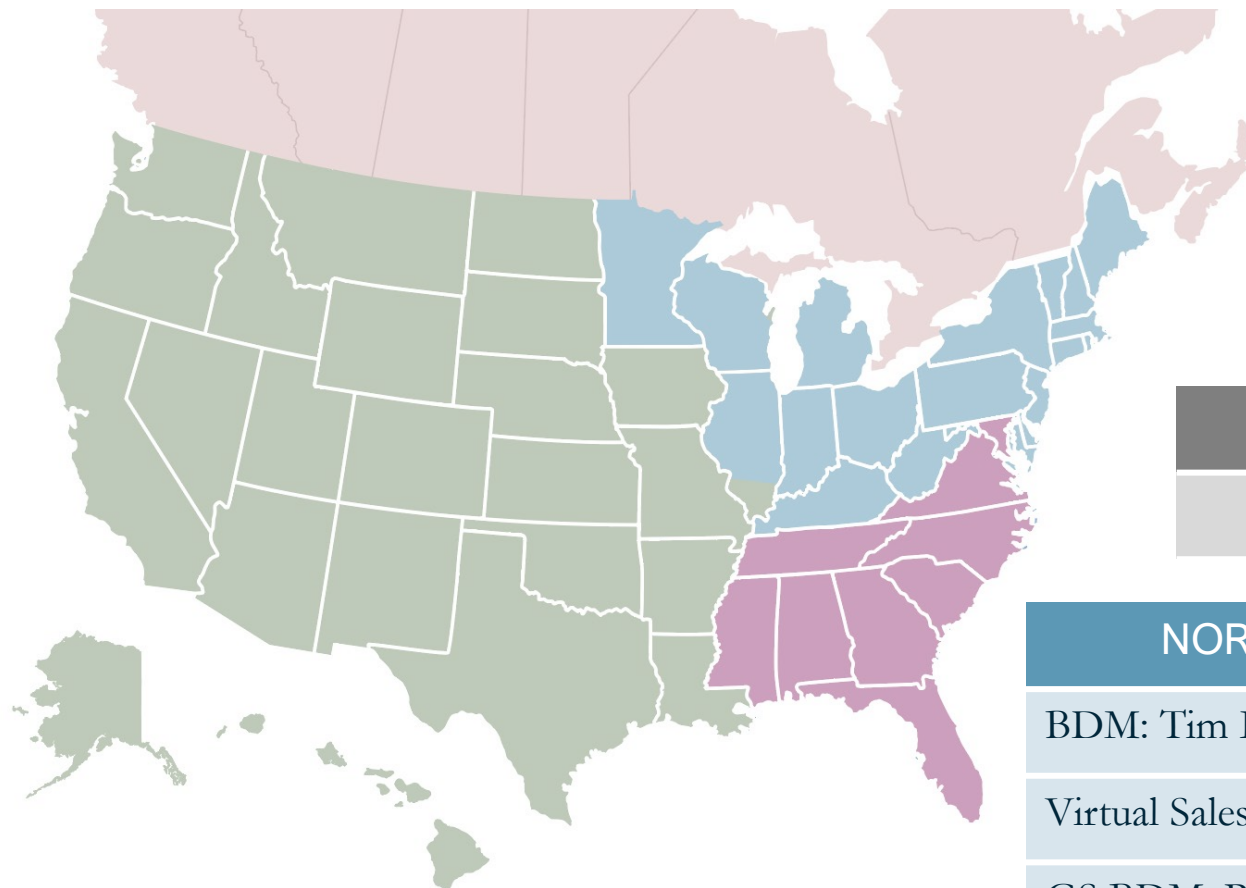
SOUTHERN REGION

BDM: Kim Viverette

Virtual Sales: Dan Jewell

GS BDM: Steve Correa

RVP: Dave Santana



ALL REGIONS

Carl Rocco

NORTHERN REGION

BDM: Tim Lavelle

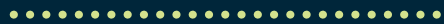
Virtual Sales: Donna McComas

GS BDM: Pat Stallman

RVP: Randy McCloud

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Corporate Accounts Overview



Claudia Goldsmith

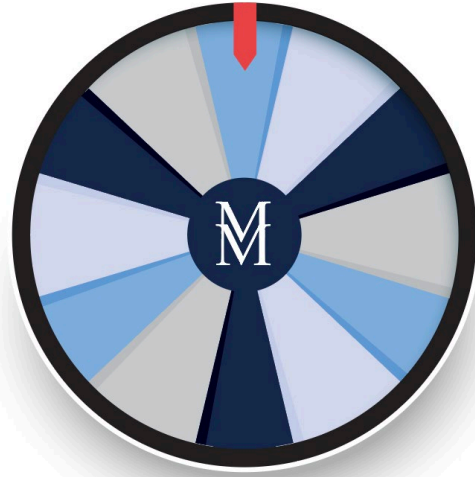


Guess the Correct Product

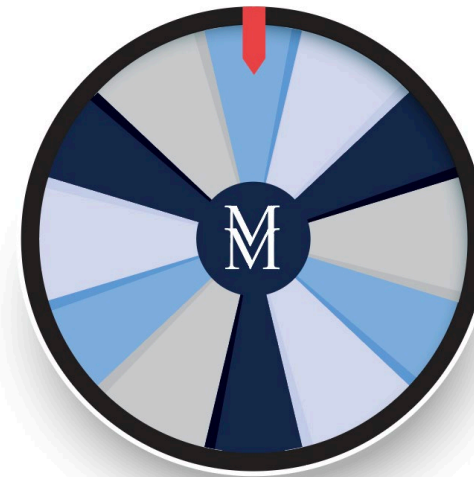
Before we get started with our corporate accounts overview and updates, let's play a game and see how well you know some of the brand's top of bed specifications.



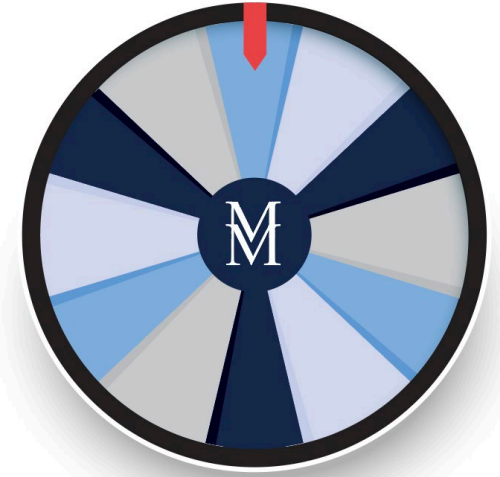
GROUP 1



GROUP 2



GROUP 3



GROUP 4

Question:

Which top sheets manufactured by Manchester Mills are mandated or approved for Best Western, Sleep Inn and Red Roof?

To win you must answer 2 out of 3 questions correctly.

What is the approved or mandated product for




- Maze/Interlock Decorative Top Sheets



- Protect360° Shower Curtains

MANCHESTER
MILLS






DUO
MOCK DUVET COVER
TOP OF BED SYSTEM

BW | Best Western.
Hotels & Resorts
Endorsed Supplier

ELEVATING THE GUEST EXPERIENCE
THROUGH INNOVATION

DUO Mock Duvet Cover Top of Bed System improves ergonomic and operational efficiencies, allowing housekeeping to make the bed quicker and easier.

		
EASE OF HOUSEKEEPING LABOR	UP TO 60% TIME SAVINGS	UP TO 33% WATER & ENERGY SAVINGS*

Provides the look of a traditional duvet cover
with the ease of a top sheet.

DUO Mock Duvet Cover + Advantiva = Top of Bed System

- DUO Mock Duvet/ Interlock Pattern

What is the approved or mandated product for:



- Ocean Waves Decorative Top Sheet



- Protect360° Shower Curtains

MANCHESTER MILLS

OCEAN WAVES DECORATIVE TOP SHEET

60% Cotton/40% Polyester • 125 GSM

The Ocean Waves decorative top sheet is constructed with our patented TruCore® technology. Its cotton wrap yarn provides comfort and breathability, while its polyester core washes and wears well over time. Decorated with a beautifully textured pattern, this top sheet delivers both function and style.

Product details

White 2 dais

Item#	Size	Dimensions	Hem Thread Color
10332	Full/Double	90" x 94"	Pink Hem Thread
10333	Queen	98" x 94"	Gold Hem Thread
10334	King	112" x 94"	Light Blue Hem Thread

TRUCORE®
U.S. Patent No. 10,198,848

TruCore® is our patented technology that synergizes cotton and polyester into a core-wrap yarn — offering the comfort and breathability of cotton, with the strength and durability of polyester.

Manufactured using AZO-free processing • Effluent water treated at the facility • Recycled packaging

833-626-4557
info@manchestermills.com
www.manchestermills.com

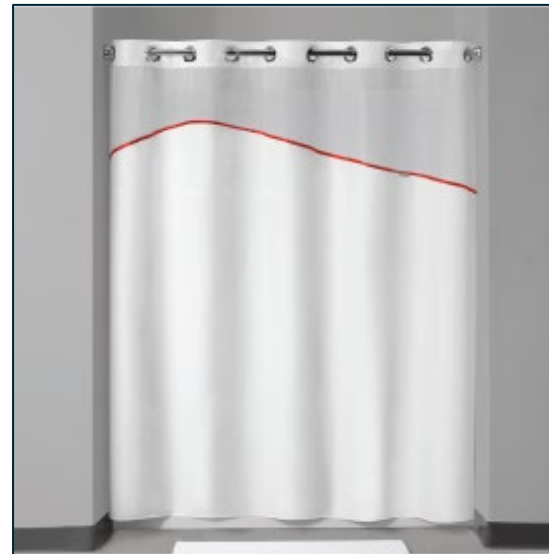
- Mandated new program exclusive to MM.
- Introduced at Choice convention.
- Early adopters to purchase effective immediately with a full brand compliance date of 1/1/26.

What is the approved or mandated product for:

Red Roof



- Mosaic & Enchanted Leave Decorative Top Sheets



- Protect360° Shower Curtains

MANCHESTER
MILLS

Red Roof
MOSAIC
Decorative Top Sheet
Stain Repellent Protection

The Mosaic Decorative Top Sheet provides beautiful decor for every guest room. Exclusively for Red Roof, this top sheet has a stain repellent finish that is durable and long-lasting. Made with 100% polyester and covered in a decorative pattern, this top sheet is perfect for your hotel.

Product Details

Product	Material	Color	Size	Weight
10000	100% Polyester	White	112" x 84"	5.0
10001	100% Polyester	White	112" x 84"	5.0
10002	100% Polyester	White	112" x 84"	5.0

Features & Benefits

- 100% Polyester
- Stain & Fade Resistant
- Decorative Mosaic Pattern

Top View

Color-coded care labels makes it easy to identify the top sheet.

Bottom View

Color-coded care labels makes it easy to identify the top sheet.

www.manchestermills.com | info@manchestermills.com | 1.833.626.4557

- Decorative Top Sheet Sell Sheets

On the Horizon — Corporate Accounts

MARRIOTT
VACATION CLUB®



Filled
Categories



Shower
Curtains



Shower
Curtains



All Categories



All Filled
Categories

Product Spotlight

Hits warehouse December 2024

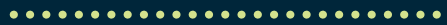


MARRIOTT
VACATION CLUB®



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Corporate Accounts Overview



Wayne Schneider



Product Spotlight

Introducing a Brand Mandated Program (BMP).



And approved for all other IHG brands.

LUXE Collection - Graphite

Pot Holder	8 x 8
Dish Cloth	12 x 13
Kitchen Towel	12 x 28

DETAILS COMING SOON



On the Horizon — Corporate Accounts



Linens



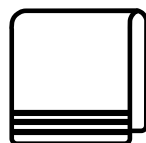
Filled



Shower Curtains



Shower Curtains



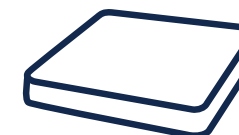
Pool/Gym Towels,
Makeup Cloth, Mattress
Pad & Encasements



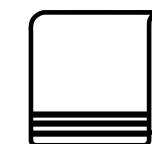
DUO & Advantiva
Blanket



DUO & Advantiva
Blanket



Mattress & Pillow
Protection



Good, Better, Best for
Independent Hotels

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New Product Review /Marketing Solutions

.....

BDM & Hadi Johnson



Review Product Launches



Protect360° Mattress Protector

- Waterproof & Antimicrobial



Kitchen Linens

- 100% Cotton
- Updated Case packs coming



V I L L A
— di —
L U S S O®

Villa di Lusso Como - T300 Sheeting

- 100% Cotton Stripe



Review Product Launches

Fairview 100% Cotton Makeup Washcloth

- 100% Cotton
- Updated Embroidered Detail
- Stain & Fade Resistant
- Full Terry
- Cotton Lock Stitched Hems



PRE-WASHED &
READY TO USE

Bellezza Microfiber Makeup Remover Washcloth

- Removes Makeup Quickly & Easily
- Soft & Gentle On Skin
- Reusable & Washable
- Durable & Easy Maintenance



Survey Results & Marketing Solutions



RANK	PRODUCTS LEAST CONFIDENT IN SELLING
1	Filled Blankets, Filled Inserts, Traditional Blankets
2	Kitchen Textiles
3	Pool Terry & Bathrobes
4	Top of Bed, DUO Mock Duvet Covers, Top Sheets, Duvet Covers
5	Shower Curtains

SALES TOOL SOLUTIONS
<ul style="list-style-type: none"> • Digital Manchester Mills Catalog (clickable links to be added after) • Product Pages on www.ManchesterMills.com • Guest Supply Territory sales channel, Product Sourcing subchannel, • Printed & Digital Brochures (as leave behinds) • Multi page shower curtain brochure • Digital Product Sell Sheets (that can be printed) • Good-Better-Best Charts • Advantiva Comparison Chart • Pool Towel Reference Guide • Videos

Learning Central- The Sales Tools Source

1

2

Pin it!

Teams

Discover

Your teams

Manchester Mills

General

2022 Innovation Team

Marketing Team

MM Full Team

See all channels

Territory Sales

General

- Customer Service - READ ONLY

- Product Sourcing

- Sales Training Zone

- Specialty Markets (Healthcare, Educat...

- The Huddle

Pricing Questions

Sample Updates and Tracking-Read ...

See all channels

Announcement Team - READ ONLY

General

BRAND - GPO Announcements

CREDIT - BILLING Announcements

ECOMMERCE Announcements

- Sales Training Zone

Posts Files Learning Central Hub Sales Toolkit Order to Cash +1

You're viewing content from <https://sysco.sharepoint.com/sites/learningce...>. Be sure you trust this site before using it. If the site doesn't load properly, open it in a browser.

Open in browser

3

SharePoint

Learning Central GWA Sales Toolkit Leadership Toolkit

Keep-up With The Latest Learnings!

Break '24 North American Supplier Convention

Tuesday Training Sessions Collateral

& Development

PIC

TripleClear

Step 1: Go to the Team called **Territory Sales** from there go to the *channel Sales Training Zone*

Step 2: Once in the Sales Training Zone go to the top and in the tab section locate the learning central hub. Open in browser.

Step 3: Scroll down and locate the NASC Tuesdays training thumbnail

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Spiff Promotion



Ryan Yudis / Carl Rocco



GILCHRIST & SOAMES®



MANCHESTER
— M I L L S —

breakthrough

doors

& renew

Break Through and Renew — FY25 SPIFF

Sell Manchester Mills and/or Gilchrist & Soames to new properties and collect points to win cash prizes!

Runs through August 1st 2024 – May 31st 2025

CASH PAYOUT:

- **Top SC in each region**
(\$10K each = \$40K)
- **4 SCs in second place**
(\$5K each = \$20K)
- **4 SCs in third place**
(\$2,500 each = \$10K)
- **4 Top DSM (each region)**
(\$5K each = \$20K)
- **Monthly Prize SC = \$18K**
(\$500 per month per winner, per region) starting September



Spiff Categories & Points System

- **1 POINT** per Manchester Mills category (up to 5 max points per property)
- **KICKER: Sell BOTH Manchester Mills (all 5 categories, no previous sales in any category) and Gilchrist & Soames TO GET AN EXTRA 5 POINTS**

TERMS & CONDITIONS:

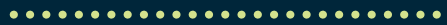
- Sale must exceed \$1,500 per category in value to obtain points
 - Only applicable for properties that have not purchased Manchester Mills Textiles in the last 12 months
 - Products must be invoiced and shipped between August 1st, 2024 – May 31st, 2025
- *Must have \$0 in sales the last 12 months to accrue points per category for MM.
At least \$1,500 per bucket in GS sales to get a point.*



FILLED/BLANKETS	KITCHEN & SHOWER	BEDDING	BED PROTECTION, POOL, GYM, SPA	GUEST ROOM TERRY
1220 Pillows	1240 Kitchen Towels	1210 Sheets: Fitted Sheets	1209 Terry: Pool Towels	1201 Terry: Wash Cloths
1250 Blankets	1017 Shower Curtains, Liners	1211 Sheets: Flat Sheets	1244 Bathrobes	1203 Terry: Hand Towels
1251 Duvet and Comforters Synthetic		1213 Sheets: Pillowcases	1246 Slippers	1205 Terry: Bath Towels
1255 Duvet & Comforters Natural Fil		1214 Decorative Top Sheets	1223 Pillow Protectors	1207 Terry: Bathmats/Rug
		1252 Duvet Covers	1233 Mattress Pads, Protectors & Encasements	

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Wrap Up



Ryan Yudis/Carl Rocco



WRAP UP

**Suggest
Manchester
Mills First!**

**Expand
Manchester
Mills
Categories!**

**Increase Sales
with Mandated &
Approved
Products!**

**Win Back
Customers!**

**Target
Independents!**

**Customer
Retention!**

**Partner
with Your
BDM!**



Scan this QR Code for
access to our Deck, the
Good-Better-Best Chart,
& Blocked/Unblocked Files

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Q&A



MM Team

