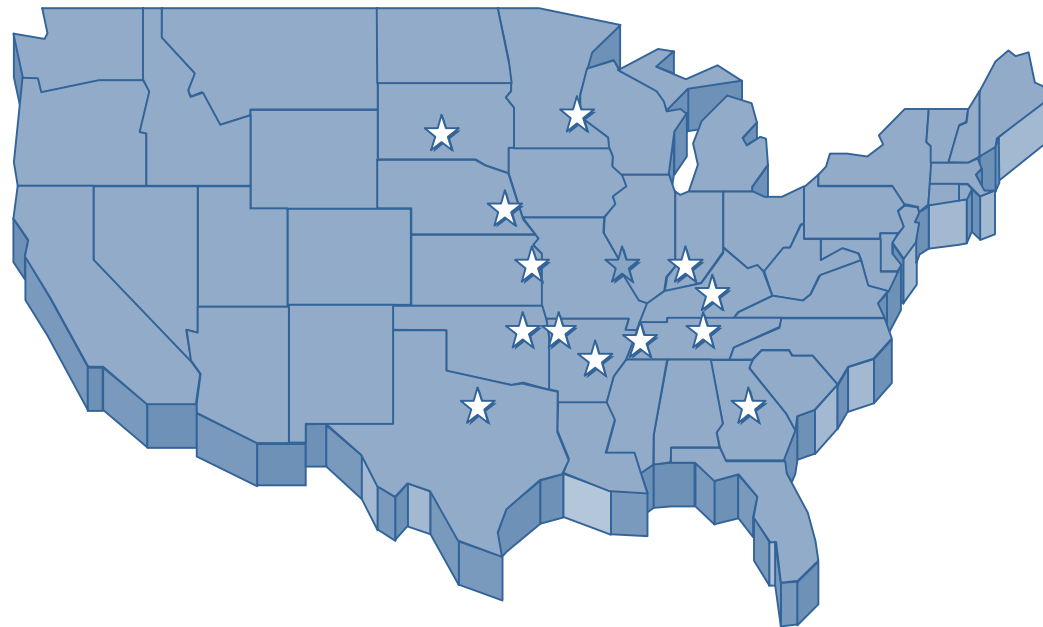


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**We're On The Web!**  
[www.crownpack.com](http://www.crownpack.com)



**Your Total Source For Industrial Packaging**



• Minneapolis, MN • Sioux Falls, SD • Omaha, NE • Lenexa, KS • Tulsa, OK • Dallas, TX • Springdale, AR • Little Rock, AR • Memphis, TN • Nashville, TN • Atlanta, GA • Louisville, KY • Evansville, IN • St. Louis, MO (TeleSales, St. Louis Sales, & Corporate Headquarters)

## The Role of Our Partners in the Sales LEAD™

**L**ISTEN

We place a high value on our relationships with our suppliers; our partners. It is our goal to help you grow as we do. To do this, we need your help. We want the Sales LEAD™ to work for you too. This is what we ask of you:

### Listen

- Provide monthly activity reports.
- Make joint sales calls with our people.
- Join us for yearly strategic planning sessions and then incorporate the strategies.

**E**DUCATE

### Educate

- Participate in our new hire training classes.
- Train at our local branches.
- Participate in corporate training programs at your locations and ours.

### Adapt

- Be willing to incorporate corporate cultural changes.
- Be able to work with market changes.
- Have the capability to work with end-user

changes and needs.

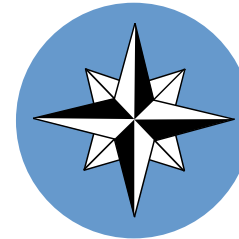
### Deliver

- Sales results and Market expertise.
- Product innovations.
- Product applications.

When we work together, the result will be bottom line pleasing for both of us, for that is the true goal. Crown Packaging is determined to grow and remain an industry leader. We are committed to the Sales LEAD™. We want to share our knowledge. Will you join us?

**A**DAPT

**D**ELIVER



# THE CROWN SALES LEAD

## LEADING Industrial Packaging

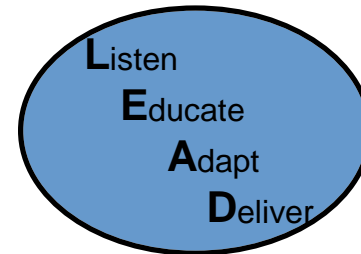
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Who isn't looking for a sales lead? At Crown Packaging, we know the value of a good lead and we have built our business upon them.

As a leading distributor of industrial packaging, we have found that discovering solutions is what converts "leads" into valuable customers. This conversion is a result of applied skills and knowledge.

We take the whole process very seriously. It's not merely a matter of approaching a prospect and saying, "We can solve your problems," it is much more than that.



We have developed our Sales LEAD™ system to give our customers, suppliers, and employees the framework to be successful in their respective goals. By applying this system within Crown Packaging, we build a sales force of leaders that are highly respected. You, our supplier, benefit from this greatly.

Because our salespeople

are always in the process of integrating the Sales LEAD™, our suppliers can know their products are being sold by knowledgeable salespeople to end-users who are making knowledgeable purchases.

Crown Packaging's role as a distributor becomes valuable then, to both suppliers and customers. We take our combined knowledge and skills to match solutions with needs.

Please browse through this newsletter. It will give you a better understanding of who we are and what we do. We are your Sales LEAD™!

### A Little About Us:

- Crown Packaging is a "minority" in the distribution business.
- We are over 200 sales and support professionals and growing.
- We have networked accounting, purchasing, and inventory control systems.
- We are committed to integrating Information Technology in every aspect of Crown Packaging.

## The History That Makes Us What We Are Today

Thirty years ago, Crown Packaging was christened by two entrepreneurs and two employees. Today we number over two hundred in fourteen locations.

The philosophy that has always guided Crown

Packaging and continues to be our focus is this: Our customers are our true employers. We know that without them, we wouldn't be approaching the \$100 million mark in sales and we wouldn't be offering

over 4000 products.

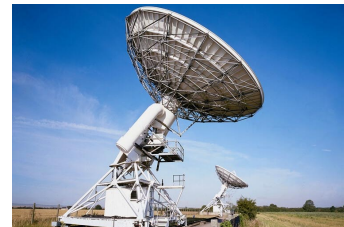
As we have grown, our ownership has always been committed to being the best. This means we simply do what is necessary to remain a leader in Industrial Packaging.

# L I S T E N

We listen. That is how our PICS product classification system came into existence. PICS stands for Protect, Identify, Closure, and Specialties and Service. Our customers were often confused about what we sold, so we devised the PICS system. Every one of the products we offer fit into one of the PICS categories. This makes the business of buying and selling much easier on everyone.

Our Customer Service departments are "crown jewels"

when it comes to listening to our customers. It is their job to make sure orders are placed correctly and they are our customers' direct link to information once the order has been placed. When customers call in for a reorder,



Like satellite receivers, we listen for even the small sounds of knowledge that can make us better.

they will hear the same friendly voice that helped them before. Crown Packaging builds relationships in addition to building business.

Crown Packaging also listens to its employees. From warehouse to accounting to purchasing to sales force, we listen to their ideas of how we can do business better. The ones who are intimate with a particular task know how it can be done easier, faster, and smarter.

And, we listen to you, our supplier. Without you, there would be nothing to sell!

# A D A P T

*There is nothing permanent except change.*

*Heraclitus*

Crown Packaging is adept at adapting to change. Whether the change is related to new technology or a customer's order change, our company is of the size

and mentality to handle it with grace.

We utilize PC technology to communicate with each other, our customers, and our suppliers. We understand how speed and options apply to the business world. We use technology and not let it

use us.

Crown Packaging's education programs teach our salespeople how to adapt to the many situations they encounter. Product knowledge helps them find the best solutions for customers' needs. Sales LEAD™ works!

"We understand how speed and options apply to the business world. We use technology and not let it use us."

## The Vision and Goals of Our Leaders and Company

- We will ensure our company maintains a commitment to our customers, suppliers, and employees.
- We will strive to be the best packaging company in the industry.
- With strong leadership and a focused direction, we will provide our customers with the most innovative products complete with superior service at a competitive price.
- Our growing relationships with our loyal suppliers will enhance our ability to provide our customers with the service they expect and deserve.
- We will embrace our employees with support and strength that will enable them to work productively in a healthy environment.

**TOGETHER, WE WILL MAKE OUR COMPANY A PROFITABLE INDUSTRY LEADER.**

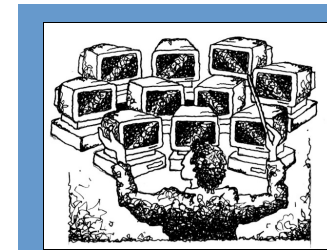
# E D U C A T E

Scientific studies have shown that humans learn through one or more of three ways; by hearing, by seeing, by touching. Crown Packaging makes use of this when we share knowledge with our employees.

We are very particular about who we hire and are very proactive in the recruiting process. Once we have found the right person with the right skills for the right job, education never ends.

An example of this is our sales department. Newly

hired sales representatives are immersed in knowledge at their local branch. Then they travel to our corporate headquarters in St. Louis for a week of intense "hands-on" product and systems training.



Technology allows us to connect and educate in new ways.

Education doesn't end there. Our branches bring in suppliers for new product demonstrations. Our in-house newsletter, "The Crown Report," regularly presents product applications. We hold classes in "Virtual U," by teleconferencing and using our Intranet which is capable of hosting message boards and conference rooms.

We know things never stop changing and growing. Crown Packaging is committed to doing the same.

# D E L I V E R

As a distributor, Crown Packaging must deliver or we're out of business. Our web of fourteen distribution points makes product availability and delivery an easier proposition.

We offer supply agreements for customers who need just

in time delivery. These supply agreements also allow customers to be assured production lines won't be shut down because of the product not being available.

This agreement also benefits Crown Packaging in that our internal accounting and

purchasing systems can run more smoothly, leaving our people to place their attention on immediate needs.

We take delivery as serious as selling your product. We've designed our systems with all in mind. In effect, it's win, win, win.

"These supply agreements also allow customers to be assured production lines won't be shut down because of the product not being available."

## Crown Packaging's Sales and Marketing Team

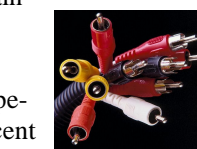
Our Sales and Marketing team is a link between you and our sales force. We are responsible for the recruiting and training of our people.

Mark Aubuchon is leader of Sales and Marketing and has over fifteen years of experience in the industry. He is the leading force in recruiting and hiring. Mark also builds

relationships with our suppliers' top management and is responsible for the overall direction of our training.

Pam Mundy is a communications specialist and as a recent addition to Crown Packaging, she brings experience

in business and advertising writing as well as information technology skills. Pam produces all of our written materials as well as works with and teaches our employees to increase computer literacy.



Our Sales and Marketing team connects educating, recruiting and the Sales LEAD™

Both Mark and Pam welcome our suppliers' views and ideas.