# 2023 CASTROL PROMOTIONS 2.0

**Revised 5/11/23** 







- 2023 Promotions
- Promotion Calendar / Timing
- Allocation
- Costs
- Payment
- Ordering Process
- Questions



## **2023 PROMOTIONS**



- Your Choice
  - Amazon.com
  - Walmart.com
- Soccer Ball
  - Premier League
- Castrol Hat
  - Better Quality
- Bounce Back
  - Multiple Products



## **PROMOTIONAL CALENDAR**



2023 JAN	2023 FEB	2023 Mar	2023 APR	2023 May	2023 JUN	2023 JUL	2023 AUG	2023 SEP	2023 OCT	2023 NOV	2023 DEC	2024 Jan	2024 FEB
Order Deadline	es	Castrol Your Choice Order Between 3/3 - 3/15		Castrol Soccer Ball Order Between 5/1 – 5/31			Castrol Hat Order Between 8/1 - 8/31		Castrol Bounce Back Order Between 10/1 – 10/31				
			Your	Choice Prom	otion	Soco	er Ball Prom	otion	Castrol Hat	Promotion	Bound	ce Back Pron	notion
			Starts 4/1/2	:3 En	ds 6/30/23	Starts 7/1/2	23 En	ids 9/30/23	Starts 10/1/23	Ends 11/30/23	Starts 12/1/	23 Ei	nds 2/29/24
Promotions		<image/>			<section-header></section-header>			Me Britts-Hittigs	REFEE Ret a FREE het with the purchase with discrimination of Change	SAVE 515 UP TO S15 Up your rest Castod edictants			



# ALLOCATION

### CPLE

- Receives all four at no cost
- Automatically receives
- Trade Marketing pays

## > CAS

- ASM places order
  - Deluxe receives one at no cost
  - Elite receives two at not cost
- Trade Marketing pays
- Other Castrol Accounts
  - ASM can order
  - Payment with points or MDF





## **YOUR CHOICE PROMOTION**



- Order Window: 3/3/23 3/15/23
- Promotion Runs 4/1/23 6/30/23
- Costs
  - 1,000 Tear sheets (20 pads) \$460 OR 46,000 Points
  - 2,000 Tear sheets (40 pads) \$920 OR 92,000 Points
  - 3,000 Tear sheets (60 pads) \$1,380 OR 138,000 Points





## **SOCCER BALL PROMOTION**

Order Window: 5/12/23 – 5/31/23

Promo Kits Ship: 6/15/23 – 6/30/23

Promotion Runs 7/1/23 – 9/30/23

#### Costs

- 250 Tear Sheets (5 pads) \$150 OR 15,00 Points
- 500 Tear Sheets (10 pads)- \$300 OR 30,000 Points
- 750 Tear sheets (15 pads) \$450 OR 45,000 Points
- 1,000 Tear sheets (20 pads) \$600 OR 60,000 Points
- 1,500 Tear sheets (30 pads) \$900 OR 90,000 Points





# HAT PROMOTION

> Order Window: 8/1/23 – 8/31/23

Promo Kits Ship: 9/15/23 – 9/30/23

Promotion Runs 10/1/23 – 11/30/23



#### Costs

- 250 Tear Sheets (5 pads) \$150 OR 15,00 Points
- 500 Tear Sheets (10 pads)- \$300 OR 30,000 Points
- 750 Tear sheets (15 pads) \$450 OR 45,000 Points
- 1,000 Tear sheets (20 pads) \$600 OR 60,000 Points
- 1,500 Tear sheets (30 pads) \$900 OR 90,000 Points

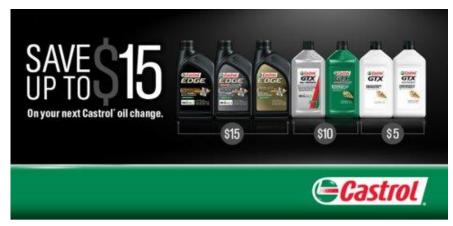


## **BOUNCE BACK**



> Order Window 10/1/23 – 10/31/23

- Promo Kits Ship 11/15 11/30
- Promotion Runs 12/1/23 2/29/24



#### Costs

- 250 Tear Sheets (5 pads) \$215 OR 21,500 Points
- 500 Tear Sheets (10 pads)- \$430 OR 43,000 Points
- 750 Tear sheets (15 pads) \$645 OR 64,500 Points
- 1,000 Tear sheets (20 pads) \$860 OR 86,000 Points
- 1,500 Tear sheets (30 pads) \$1,290 OR 129,000 Points



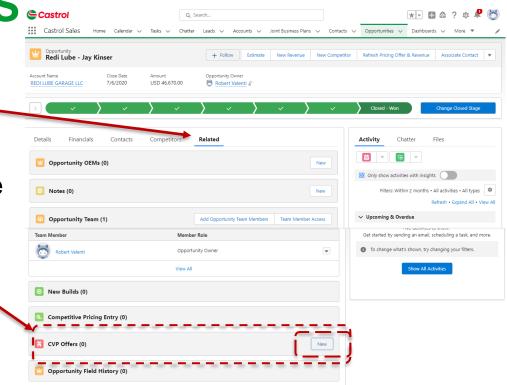
## PAYMENT

- Other Accounts
  - Pay with eXtra points
  - Pay with MDF
- eXtra Points
  - Zafer will get payment to Arrowhead
- > MDF
  - Arrowhead will send invoice to ASM and DBM
- CANNOT split between Points and MDF





- Select your account and look for an opportunity associated to the account (could have any status)
- Within the opportunity click on the related tab
- Scroll down to CVP offers
   Click on New







Click in the Customer Response Field, and choose "interested"

Opportunity Offer Number			* Opportunity								
		۳ :	Speed	ly Lub	e of C	oloni	а				
Customer Response 🕚	5	Date Pr	esent	ed O							
Interested	-										
* Offer		Notes	0								
Search Offers	Q	Salesforce Sans 🔻 12 💌						v			
		в	I	U	S	=	1 2 2	* Ξ	+ =		
		E	Ξ	Ξ	0	23	I.				

New Opportunity Offer



If you do not see Soccer Ball in the list, start typing and it will come up

New Oppo	rtunity Offer
Information	
Opportunity Offer Number	* Opportunity
Customer Response 🕚	Date Presented 🕦
None	
*Offer	Notes
Your Choice	■ B I U S = 1= += +=
Q "castrol" in Offers	
Castrol i-Learning	
Castrol Online Training	
Castrol University	
Castrol SFX Oil Filter	
	Cancel Save & New Save

Castrol



- All available options listed
- Choose if you are paying with
  - MDF Funds
  - Points
- Select the number of tear sheets
- System shows limited lists
  - Type in "Soccer Ball promo MDF" to see last options

	New Opportunity Offer
Information	
Opportunity Offer Number	* Opportunity     Pedi Lube - Jay Kinser   X
Customer Response ① Interested	5     Date Presented
* Offer SOCS	Q Salesforce Sans V 12 V
Show All Results for "socc"     Soccer Ball Pomo Points 250     Soccer Ball Pomo Points 500	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$
Soccer Ball Pomo Points 750	
Soccer Ball Pomo Points 1,500	Cancel Save & New Save





## **QUESTIONS?**





