



PRO SAWYER NETWORK HANDBOOK



WELCOME *to the* PRO SAWYER NETWORK!

Thank you for being a member of the Wood-Mizer Pro Sawyer Network. Your success is very important to us and we hope you will take advantage of the many membership benefits to increase your business success. Please take a moment to review this handbook to see how working with Wood-Mizer can earn you credits and customers. Reading through the program guidelines will help you make best use of your relationship with Wood-Mizer and we look forward to helping bring success to you and your business.



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HANDBOOK CONTENTS

Customizing & Updating Your Information 3

Businesses – Sawing for Profit 4-5

Get Referrals from Wood-Mizer

when people call in looking to hire a local sawyer.

Be Found Online

People are searching for and finding local sawyers with this powerful tool.

Disaster Relief Sawing

Be on our list of sawyers available for hire after natural disasters.

Demonstrators – Earn Credit 6-7

Hold Informal Sawmill Demonstrations

Demonstrations can lead to earning credit on your account

Let Wood-Mizer Borrow your Sawmill

Make your sawmill available for Wood-Mizer to use at shows occasionally

Demonstrator Credit Guidelines 8

Tips for Hosting a Successful Sawmill Demonstration 10

Why Wood-Mizer: The Top Ten 11

CUSTOMIZING & UPDATING INFORMATION

Keeping your business description, phone number, email, and mailing address updated will allow prospective clients find and contact you faster and easier. You can always call us with your updated information, but you can also update your information very easily online.

How to update your info:

- Go to woodmizer.com/pro or woodmizer.ca/pro in Canada
- Click on the link to “Update my information”



Display this logo on your website and business materials to show customers you are an official Wood-Mizer Pro Sawyer. Email pro@woodmizer.com for a high-resolution file.



“ Thanks to Wood-Mizer for accepting me to their Pro Sawyer Network program! Members must demonstrate the ability to operate a business with professionalism and integrity as well as demonstrate a knowledge of sawmill operations in order to be accepted. In return, Wood-Mizer does an excellent job of marketing Pro Sawyer Network members to potential sawmill service and lumber customers. ”

- AARON C., (PRO SAWYER CUSTOMER)

1

BUSINESSES

GET NEW CUSTOMERS

Referrals from Wood-Mizer

When people call in to Wood-Mizer looking to hire a local sawyer, we search our database of registered sawing businesses and make some recommendations from our Pro Sawyer Network. By signing up for to be a Pro Sawyer, your name is added to this list. This is a great way to get new customers sent to you, since Wood-Mizer fields these calls on a regular basis, and we want to pass that business along to you.

Be Found Online

Wood-Mizer also offers this sawmill referral service on our website. We recommend more sawing businesses through our website than we do by phone.

Disaster Relief Sawing

Over the years, Wood-Mizer owners have helped in the cleanup efforts of natural disasters that leave quality timber on the ground. These events provide unique opportunities for Wood-Mizer owners to earn money, while also helping out the community. When a natural disaster strikes an area near you, if you have selected to be a part of the disaster sawing program, your name will be given out to people looking to hire a local sawyer to saw downed timber.

Make New Friends

An understated perk of being a Pro Sawyer is the opportunity to meet and make new friends locally that share your interests. Providing excellent service can also result in positive reviews and word-of-mouth referrals like this one from Pro Sawyer Customer Jeff B.:

“My experience with hiring a sawyer from your Wood-Mizer website has been beyond my best expectations. [Pro Sawyer] Mr. Morrison exemplifies what your company represents — delivering a high quality service/product in an efficient, ethical manner. When he got to the site he said ‘this is going to be fun’ and he was so right, it was a blast, more than fun. Watching the beautiful grains come off of John’s Wood-Mizer, sharing stories, was just a dream come true for this woodworker.” - **JEFF B.**, (PRO SAWYER CUSTOMER)

Demonstrating Your Sawmill

By demonstrating your sawmill at your house, your place of business, or at a local event, you have an opportunity to earn credit towards future Wood-Mizer purchases.

Wood-Mizer also refers sawyers willing to demonstrate to people who want to see a sawmill in action close to where they live, giving you even more opportunities to demonstrate your sawmill and earn credits.

HOW TO EARN DEMO CREDITS

- **Hold a Demonstration**

Hold a demonstration of your sawmill for someone interested in seeing one operate. Show them how the mill works, let them run it themselves, and use Wood-Mizer's provided literature to answer additional questions they may have about sawmills, sawing, or Wood-Mizer.

- **Report the Demonstration**

Report the demonstration online at woodmizer.com/pro (woodmizer.ca/pro in Canada) or **mail the completed Demonstration Card to Wood-Mizer within 10 days** of doing the demonstration. Credits can only be awarded if the demonstration was reported and resulted in a sale within a year.



- **Credits Awarded**

If they buy a sawmill within a year of your demonstration, we'll award you credit on your account. The credit is good for one year from the issue date.

- **Redeeming Your Credits**

Your credit will be on your Wood-Mizer account, so when you order parts, services, blades, or upgrade equipment within one year of the credit being issued, your credit will be put towards your purchase.

Let Wood-Mizer Borrow Your Sawmill

Another way to earn credit or get free blades is to let Wood-Mizer borrow your sawmill to display at a local show or Field Day at a Wood-Mizer location near you.

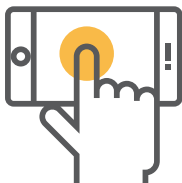
Host an Event

Expand your opportunities to earn credits by hosting a Wood-Mizer Event at your location. By signing up for this part of the program, we may contact you in the future about your availability to host a demo day. Or, if you want to put on your own event, you can work with your nearest Wood-Mizer Branch or ASC to make it a success. These events, and how your incentives are chosen, will be determined on a case-by-case basis.

See page 10 for How To Host a Successful event.



DEMONSTRATION CREDITS AVAILABLE



NEW CUSTOMER BUYS:

LT10-LT15G0	\$100
LT28-LT35 Manual	\$250
LT35HD-LT40HD	\$500
LT40 Super-LT70	\$750

CREDIT AWARDED TO YOU

DEMONSTRATION CREDIT *guidelines*

1. Demonstration credits are given for live demonstrations only. Phone conversations alone do not qualify. You must actually run your mill for it to qualify as a demonstration.
2. After completion of the demonstration, you must report it online or submit a signed Demonstration Card **within 10 days of the date of the demonstration**. Be sure the person receiving the demonstration completely and legibly fills out their information. Incomplete information cannot be entered into our database. Make sure your information is up to date and that you have included your customer number.
3. If that person purchases a mill within one year of the demonstration, their name will be matched with your demonstration. You will be notified by mail of your credit within approximately 45 days.
4. The demonstration credit may be used for the purchase of Wood-Mizer products, accessories, service, blades, parts, apparel and gifts. Demonstration credits are non-transferable and have no cash value. The credit must be used within one year of date issued.

NOTE: In the event you sell your mill or edger, pending credit will be kept active for 90 days. After 90 days the credit will expire. If you purchase a new mill within this time period, you will automatically be reinstated in the program.





HOW TO HOST A *successful* SAWMILL DEMONSTRATION

Before



- Make sure that your mill is in good operating condition before the demonstration date.
- Have a sharp blade on the mill, and more nearby.
- Have current Wood-Mizer literature available. Contact us if you need new literature.
- Have your demonstration cards ready, with your information already filled out.
- Be familiar with the 'Why Wood-Mizer' sheet. Know what sets Wood-Mizer apart.

During



- Walk the visitor through mill features and operation, and when they are comfortable, allow them to do some sawing.
- Show them how blades are changed.
- Show what the mill has allowed you to do and save.
- Tell them about your experiences working with Wood-Mizer. Was there a specific instance where we went above and beyond for you?

After



- Refer questions related to financing, prices, and other models to your nearest Wood-Mizer representative. Refer them to our website for videos, current pricing, and our Build & Price tool.
- Have the visitor fill out their portion of the Demonstration Card. Return the card to Wood-Mizer or report it online at woodmizer.com/pro or woodmizer.ca/pro.
- Call the visitor within two weeks of the demonstration and follow up.

WHY WOOD-MIZER: *the top 10*

Increase your ability to earn credits by explaining to people what sets Wood-Mizer apart from competitors



1. THE COMPANY In 1982, Wood-Mizer invented the first portable band sawmill. Wood-Mizer is a true American company with legendary customer service, 20+ North American sales and service locations, and more bandsaw mills manufactured than all our competitors combined.

2. PROVEN PERFORMANCE Wood-Mizer owners have documented billions of board feet of lumber sawn in the last 35+ years. Many models from the early 80s are still providing their owners with straight, smooth lumber to this day.

3. MORE SAWMILL OPTIONS AND ACCESSORIES As the only sawmill manufacturer that offers both monorail and twin rail designs, Wood-Mizer gives you more options and accessories than any other sawmill manufacturer. Stationary or portable, manual or hydraulic, monorail or twin rail, it's all available from Wood-Mizer.

4. QUALITY ENGINEERING Wood-Mizer employs the most, full-time, professional engineers in our industry. With many having more than 20 years of experience, this team partners with the manufacturing staff to produce the best sawmill in the world and fulfill our promise to you – the promise of quality.

5. ACCURACY IN DESIGN AND PERFORMANCE Wood-Mizer sawmills have cut more lumber than all other manufacturers combined (more than 70,000 sawmills) and are known for producing accurate lumber – thin as a dime if you like. Pinpoint accuracy is achieved even in the tiny details like the outrigger hole locations. We have zero-tolerance for variances and inconsistencies so you can focus on what's important - sawing accurate lumber.

6. CUSTOMER SERVICE Wood-Mizer also has service locations spread all across North America, so that you can receive service and training on your sawmill no matter where you are located. Wood-Mizer also is the only sawmill manufacturer to offer annual service loops (U.S. only) around the country.

7. WOOD-MIZER BLADES Wood-Mizer is still the only sawmill manufacturer to completely make our own blades, which are the standard in the portable sawmill industry. Our Blades consultants are experts in matching your sawing requirements with the right blade.

8. WOOD-MIZER RESHARP™ With our convenient ReSharp™ locations across the country, we'll sharpen your blades and send them back to you. (U.S. only)

9. YOU CAN GROW WITH WOOD-MIZER Many of our customers started out with just an entry-level sawmill, and now are sawing lumber on our industrial headrigs. Wood-Mizer has the products available to meet your business needs.

10. WOOD-MIZER: EMPLOYEE OWNED Wood-Mizer's founders believed that they could better serve their loyal employees by transferring ownership to them. When you work with Wood-Mizer employees, remember that we are shareholders in our company's success.



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