



Kelly Knetzer <kelly.knetzer@officedepot.com>

Re: Family Behavioral 30551715

1 message

Jeff Frazier <jfrazier@officedepot.com>
To: Michael Malone <michael.malone@officedepot.com>
Cc: Kelly Knetzer <kelly.knetzer@officedepot.com>

Fri, Oct 24, 2014 at 1:20 PM

Approved to lower to \$25

Jeff Frazier

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On Tue, Oct 21, 2014 at 12:41 PM, Michael Malone <michael.malone@officedepot.com> wrote:

Jeff, we are under intense competitive pressure at this account. The whole management team with the exception of our contact has been replaced due to a merger. They have requested a meeting next week to discuss our business relationship. Our contact has previewed their request with Kelly. They want to eliminate the delivery fee. I believe we can get their cooperation and place larger op orders but they also buy business cards through us and those orders are typically only \$23.00. (decent margins 31.2%) The account does \$83,000 overall and overall margins are 18.10%. I can't promise an increase in margins due to the competitive nature of the sales cycle (WB Mason and Bulldog) but if we don't rescind the delivery fee they will be lost. May I have your approval to exempt them from the delivery fee.

Michael Malone

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