



14. IMPLEMENTATION AND GO-TO-MARKET PLAN

The following requirements apply to the awarded Supplier and must be implemented within the timelines stated. These obligations are intended to ensure the rapid and successful implementation of the Master Agreement nationwide.

A. **Within 90 days of award**, the Supplier shall implement a comprehensive plan to launch the Master Agreement, including:

- **Executive Endorsement:** Obtain executive leadership endorsement and sponsorship of the Master Agreement as the Supplier's public sector go-to-market strategy within the first 10 days.

Detailed 90- day Plan

Please see our 90-day Marketing Plan in the attachment titled Section N- Technical Proposal - Marketing Plan.

“CONTAINS CONFIDENTIAL AND PROPRIETARY FINANCIAL INFORMATION AND TRADE SECRETS – EXEMPT FROM DISCLOSURE UNDER THE PUBLIC RECORDS ACT.”

Executive Leadership

Please see our 90-day Marketing Plan in the attachment titled Section N- Technical Proposal - Marketing Plan.

- **Sales Force Training:** Train and educate the Supplier's national sales force, with participation from executive leadership and CoreTrust, within the first 90 days.

Training and Education

“CONTAINS CONFIDENTIAL AND PROPRIETARY FINANCIAL INFORMATION AND TRADE SECRETS – EXEMPT FROM DISCLOSURE UNDER THE PUBLIC RECORDS ACT.”

ODP Training Rollout Plan

All Public Sector Sellers (Field & ISO Generalists, PPA & Facilities SMEs) and the Coretrust Team

Within 14 days of the award, mandatory virtual “all-hands” training endorsed and sponsored by executive leadership. (March 2026) *Go live: April 2026*

- Announce contract details of award and Master Agreement
- Manufacturers & pricing updates
- Review Coretrust playbook – target audience, how to identify viable opportunities, probing questions
- Leverage success stories
- Dedicated site on Highspot (ODP's internal repository for internal & customer facing material) for Coretrust co-branded marketing materials and training.
 - Easy access to documents including training material, contract details and digital marketing pieces

Within 60 days of contract award, training to rollout certification training via Highspot on-demand course. All Public Sector associates complete the certification training within 30 days of rollout.



Town of Delight, Arkansas/Coretrust Training

- Deep dive into benefits of leveraging Town of Delight, Arkansas/Coretrust
 - Mastery of the Town of Delight, Arkansas contract details and Coretrust Partnership
 - Talking points, how to position, probing questions, how to identify viable opportunities
 - Assessment of training content and contract details
 - Must pass with 90% or higher to receive signature certification badge.
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- **Website & Marketing Launch:**
 - Publish an announcement, contract details, and contact information on Supplier's website.
 - Create and distribute co-branded marketing materials.
 - Launch a dedicated CoreTrust web-based homepage containing:
 - CoreTrust logo
 - Copy of original RFP
 - Contract and amendments
 - Product and pricing summary
 - Marketing materials
 - Link to CoreTrust registration page
 - Dedicated toll-free number and email for CoreTrust

Leveraging our relationships with more than 20,000 public sector entities, ODP Business Solutions will leverage our existing customer case studies and best practices and demonstrate credibility through our associations with industry leaders and publications. In addition, we will also employ public relations efforts via interviews, news conferences and engagement with key media contacts and editorial reporters. ODP's national marketing plan includes social media announcements, direct mail campaigns, co-branded collateral materials, advertising the partnership in trade and industry publications nationwide, and participation in trade shows.

Please see our 90-day Marketing Plan in the attachment titled Section N- Technical Proposal - Marketing Plan.

B. Ongoing Marketing and Promotion: Throughout the term of the Master Agreement, the Supplier shall:

- Publish and distribute co-branded press releases and advertising in national and regional trade publications.
- Attend and participate in CoreTrust-approved national (e.g., NIGP Annual Forum, NPI Conference), regional, and supplier-specific conferences and trade shows.
- Exhibit and participate annually at the NIGP Annual Forum (e.g., NPI Conference, NIGP chapter conferences, etc.) in the CoreTrust supplier partner area. Booth space will be purchased and staffed by Supplier.
- Collaborate with CoreTrust on promotions, case studies, collateral, and presentations to continually drive awareness and usage of the Master Agreement.

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organization to ensure the seamless execution and ongoing management of the Town of Delight, Arkansas and Participating Agencies contract. This multidisciplinary approach will include the following:

- Merchandising Team – focused on ensuring access to the products & services public sector requirements
- Pricing Group – ensures items always reflect contract pricing
- Contract Compliance Team – ensures all bidding and pricing practices comply and uphold the agreement
- Legal Team – provides guidance on contract execution and supports ongoing regulatory needs
- Marketing Team – dedicated to providing timely communication, awareness and lead generation campaigns and supporting sales tools applicable to our public sector customers
- Green Staff – committed to supporting Town of Delight, Arkansas and Participating Agencies with the tools and knowledge necessary to meet their green objectives
- eCommerce Team – continually offers innovative solutions to answer the ever-changing demands of today's procurement professionals
- Training Organization – provides new and existing sales professionals with ongoing training solutions focused on public agency solutions
- Finance and Reporting – provide efficient reporting to meet the evolving needs of Town of Delight, Arkansas and Participating Agencies
- Customer Care Organization – understands the nuances of large contracts and provides top-notch customer care
- Delivery Network – provides dependable next-day delivery supported by industry-leading order tracking solutions
- Sales Organization – committed to delivering solutions that are relevant and timely and always putting the customer's needs first

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C. Sales and Account Management

- Actively pursue direct sales opportunities with Public Agencies nationwide and promptly follow up on leads generated by CoreTrust.
- Ensure all sales materials reference CoreTrust and use approved branding.
- Transition any existing Public Agency customer accounts to the Master Agreement as appropriate.
- Coordinate with CoreTrust to support timely new Participating Agency account setup and ongoing contract administration.

ODP Business Solutions confirms its commitment to being proactive in the direct sales of our goods and services to Public Agencies nationwide. We will actively engage in outreach, marketing, and sales efforts to ensure that Public Agencies are fully informed of the value and benefits of our offerings under the CoreTrust program.



Additionally, ODP Business Solutions will ensure timely and diligent follow-up to all leads established by CoreTrust. Our dedicated sales team will prioritize responsiveness and customer service to maximize conversion and satisfaction among Public Agencies.

All sales materials, presentations, and communications directed to Public Agencies will prominently feature the CoreTrust logo, in accordance with CoreTrust branding guidelines. We recognize the importance of brand consistency and will coordinate with CoreTrust to ensure all materials are approved and compliant.

ODP Business Solutions is committed to a collaborative partnership with CoreTrust, supporting mutual growth and the success of the program nationwide.

D. Reporting and Program Management

- Designate key contacts for executive support, marketing, sales, financial reporting, accounts payable, and contract management.
- Provide CoreTrust with timely sales reporting and support growth initiatives throughout the term of the agreement.

Executive Support

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Marketing

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Sales Team / Contract Management

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Director, Financial Control

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- **Performance Reporting:** We will provide detailed reporting on program metrics, member engagement, and service levels to CoreTrust on a regular basis.

Through this collaborative approach, we are confident that our partnership with CoreTrust will deliver exceptional value to national program members and drive sustained growth and success.