

Note:

The following slides are selected **excerpts from a larger presentation deck.**

Content has been modified and anonymized to preserve confidentiality.

*Megan
Palmisano.*



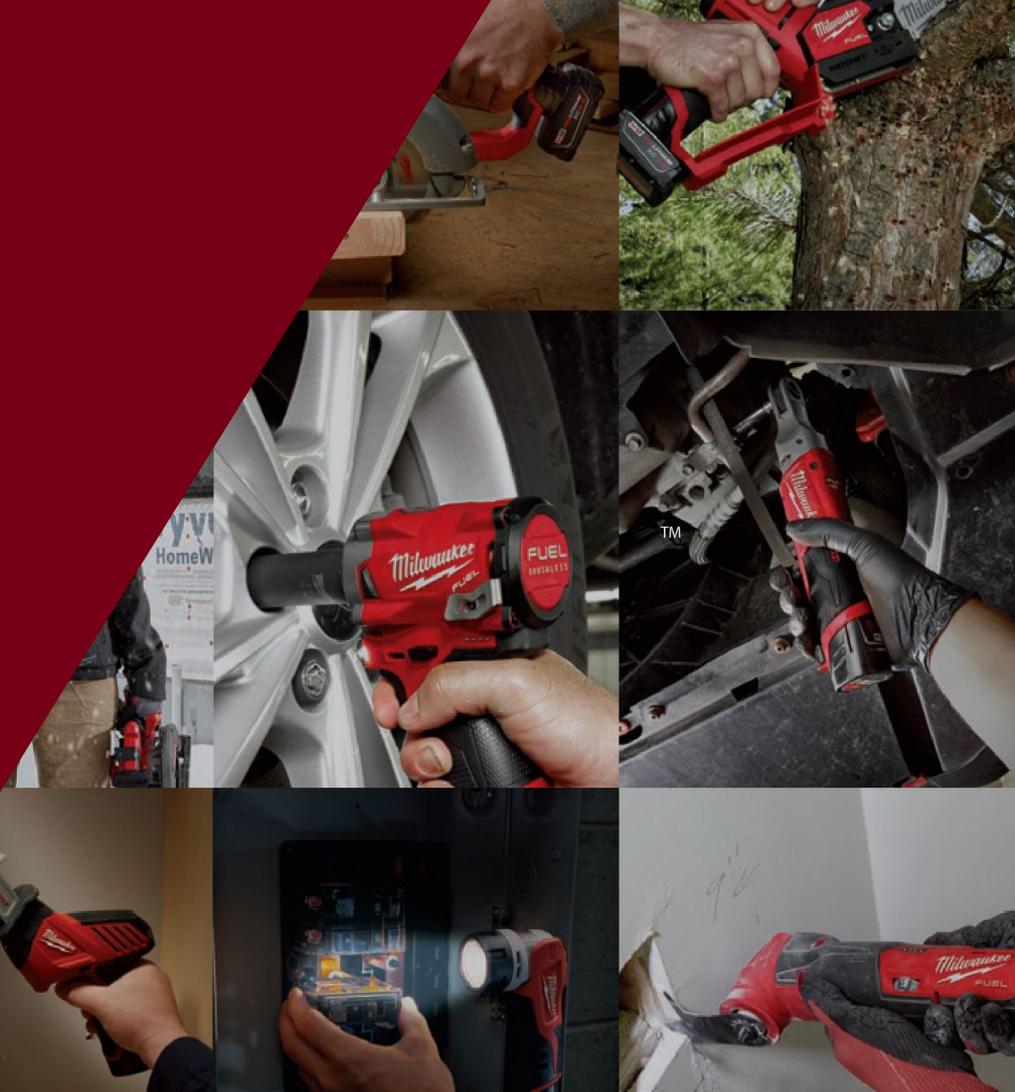
Milwaukee Tool & Salesforce

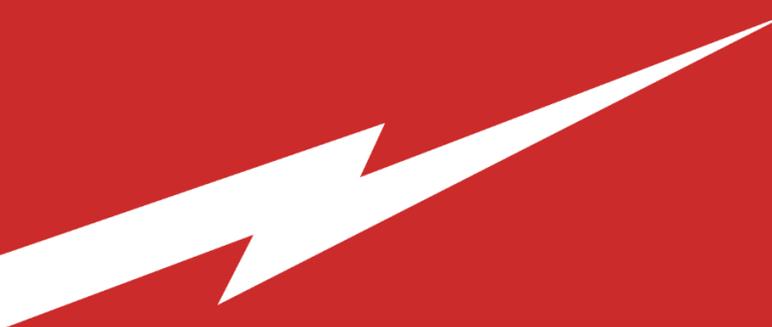
Strategic Partnership Vision

August 13, 2025



Thank You.



The Milwaukee logo, featuring the brand name in a white, stylized script font with a white lightning bolt graphic underneath, set against a red background.The Salesforce logo, consisting of the word "salesforce" in a white, lowercase sans-serif font inside a blue cloud-like shape.A large, white, stylized lightning bolt graphic that originates from the top left corner and extends diagonally across the red background towards the center of the slide.

Today's Agenda

90 Mins | Commercial Sales Execution

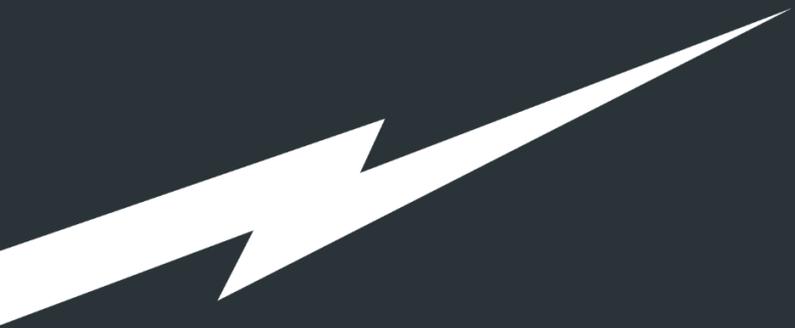
75 Mins | Distributor and Service Excellence

30 Mins | Lunch

30 Mins | TTI Rep and Marketing

20 Mins | Next Steps





Demo Journeys



salesforce



A Single Platform Along the Customer Journey



salesforce



James
End User Job-Site
Solutions



Peter
Industrial
Channel Sales



Janet
Sales Leader



Bill
Distributor
Customer



John
Service
Representative



Tricia
TTI Rep

Commercial Sales Execution

Connected Customer Journey

05



MEET
John

Service Representative



Milwaukee

salesforce

Customer Service / Asset Lifecycle

Leveraging One Unified Platform



John
Service Representative

Asset Lifecycle Management

Service Center Management

Customer Personalization



Case Management

Service Monetization

Customer Lifecycle



Omni-Channel Support



Complete Customer Data



Customer Experience



Thank You.

