



TOTAL CHANNEL

TOTALPARTNER DEALER INCENTIVE PROGRAM

TOTAL CHANNEL
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TOTALPARTNER

DEALER INCENTIVE PROGRAM

WHO IS THIS FOR?

Qualified Value Add Resellers/Dealers, System Integrators and partners across the USA, Canada and Latin America.

WHAT IS THIS ABOUT?

The goal of the Total Partner dealer incentive program is to provide you with substantial sales support, smart marketing resources and serious bargaining power to help you confidently and competitively sell Total Channel systems.

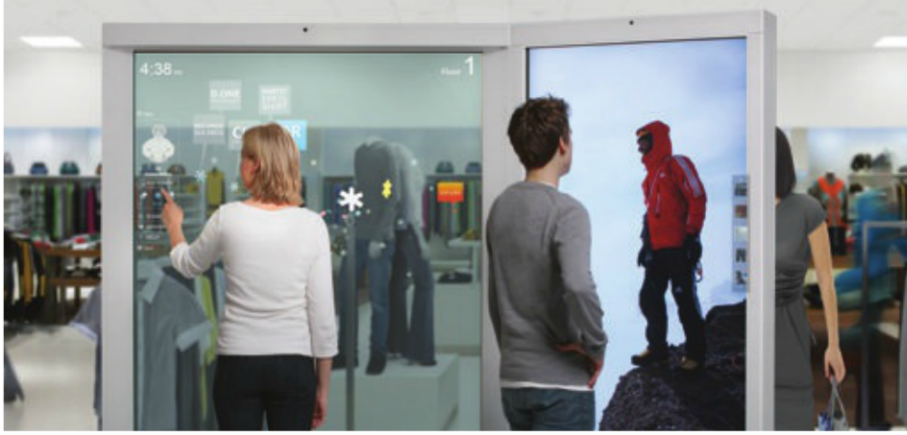
HOW DOES THIS WORK?

The Total Partner program allows only authorized dealers to receive exclusive membership benefits and provides substantial discounts, tangible incentives and regular sales reward programs that put real dollars in your pocket and add to the strength of your business competitively sell Total Channel systems

PROGRAM BENEFITS

Platinum

| | |
|---|--------|
| Certified Dealer Contract | 1 year |
| Base Discount (Additional 10% available with approved Opportunity Registration) | 20% |
| Demo Price Break (30% additional discount) | YES |
| "Bid Bullet" (additional of 5% OFF) (To be used one time per year and only available if you already hold the registration on the deal) | YES |
| Priority Leads from Total Channel Website | YES |
| Dealer Show Support | YES |
| Trade Show Program/Lead Sharing | YES |
| Product Literature/Sales Tools | YES |
| Pre-notification of New Product Launches | YES |
| Online Web Demos w/Prospects | YES |
| Factory Training Seminars | YES |
| Online Dealer Lounge (Coming Spring 2014) | YES |



THE PROGRAM DETAILS

The Partner Contract is negotiated and status set as of 1st December each year. At the end of each contract term we review your annual performance and results, and your dealer status either remains the same or is changed for the following year.

| ASV (Annual Sales Volume) | Target |
|--|--------|
| Gross Avenue Sales | \$125K |
| Dealers within a consortium fall under one master contract. Targets apply as a collective. | |

DEALER DISCOUNTS AND PRODUCT REGISTRATION

20% BASE DISCOUNT

We want to create a selling environment that gives you bargaining power to win the deal. Total Channel offers significant discounts to our resellers. Your discount is calculated and applied on a project by project basis. Percentages can be used to clinch a deal by passing on savings to the customer or to increase your own profit margin.



OPPORTUNITY REGISTRATION

ADDITIONAL 10% DISCOUNT

In addition to the base discounts, Total Channel gives you additional incentive for being the first to register your opportunity with us and will protect you even if you do not close the sale. By being the first to register your opportunity via our website at www.total-channel.com, Total Channel will give you an additional discount of 10% to help you close the sale quickly and help you win the bid should that become a part of the sales process. If for some reason you do not win the bid, Total Channel will credit you the 10% on your next purchase order. Proper verification must take place before granting this additional discount.

DEMO PRICE BREAK

ADDITIONAL 30% DISCOUNT

Product demonstrations increase sales. To encourage you to have a demo system in your area, Total Channel extends a special Demo Price Break to our Total Partners. An additional 30% is applied to the sale of Total Site units to be used for sales purposes only and not for resale. Quantity to be approved by Total Channel.

“BID BULLET”

ADDITIONAL 5% OFF

To be used one time per year, only as an incentive to help close a bid that you already hold the approved registration on. This bullet is to be used when you need a little more “ammo” to close your deal.



FREE SOLUTION TRAINING SEMINARS

INTENSIVE IN-HOUSE FACTORY TRAINING

As a Total Partner we want you to be up-to-date on all of our products and new updates. As a part of the dealer program we conduct open house training sessions, empowering you with all of the information you need to confidently sell Total Channel products. To the Total Channel dealer, training is FREE. You cover the flight to Total Channel HQ (Austin, TX) and we cover the rest.

DEALER SHOW SUPPORT

WE ATTEND YOUR SHOW

Total Channel commits resources and personnel to make our dealer-driven shows, customer lunch-n-learns and sales oriented events a big success. Total Partners will receive marketing support along with additional sales collateral and the attendance of a Total Channel sales representative or technical engineer at regional events to assist with sales and training in the field.

TRADE SHOW PROGRAM

ONE-ON-ONE DEMOS AND TRAINING

Total Channel commits to many trade shows each year and we always have the latest products on display. We proactively promote our products and brand to acquire market share and capture the attention of those within the broadcast graphics industry. As a part of this program we offer training sessions and customer support at each of these shows. Total Channel dealers are encouraged to bring customers to shows as a part of the two-way-commitment. We open the floor for you to come and spend time with the Total Channel team.

SALES TOOLS

HELPING YOU GET THE MESSAGE OUT!

We offer our Total Partners grass roots support through sales and marketing materials such as brochures, power-point presentations, data sheets, graphic templates, advertisement copies, web videos and various other sales tools with information such as:

- New products
- Sales support
- Sales and product promotions
- Technical support
- Product training
- Product literature/videos
- Technological innovations
- Industry experience
- Press coverage

PRE-NOTIFICATION OF NEW PRODUCTS

FIRST TO KNOW

As a Total Partner you will be the first to know well in advance what we have in the product pipeline. We will also occasionally call upon you to help us gather information from the field to ensure we are developing products your customers need. As well, we may ask that you help us find BETA testing sites to road-test new innovations with loyal customers. This initiative gives you a direct say into the development of many new products as well as be one step ahead of any competitor with confidential knowledge of emerging technologies in advance of release.

CERTIFIED DEALER CONTRACT

TOTAL CHANNEL REPRESENTATIVE AGREEMENT

- Each certified Total Channel dealer will receive a signed contract that is valid for a contracted 1 year period.
- The Total Partner dealer program status is set for the period.
- The contract specifies Dealer discount, Program Status and Benefits (Defined and allocated by Total Channel).
- Dealers within a consortium (franchise) fall under one master contract held by the company's head affiliate.
- The contract is reviewed one month before expiration or can be reviewed on request by the dealer.
- The contract can be terminated by either party with 30 days notice

TOTAL CHANNEL T&C'S

The Total Partner dealer incentive program is a sales and marketing initiative offered at the sole discretion of Total Channel and may be changed or discontinued at any time without notice. The benefits offered in this program are exclusive and cannot be combined with other program benefits or special offers that may be initiated by Total Channel. Total Channel reserves all rights to make alterations to the program without prior notice. The Total Channel dealer incentive program is valid for the period December 1st to November 30th of each year. Updates to the program will be posted as of December 1st each year. For more details please refer to the Total Channel Representative Agreement.