



PIONEER
DRY-TYPE TRANSFORMERS



JEFFERSON
ELECTRIC

2019 Sales Program Training

December 2018



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Overall Program

Two tier concept

- Customers with sales > \$25,000
 - 3 point reward system
- Those < \$25,000 sales
 - End of year reward for increased sales



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First step: determine eligibility

- **November 2018 spreadsheet provided**
 - Customers with high sales
- **December 2018 spreadsheet to come in January**
 - More customers may be added



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Explain the point system

- **Year End Rebate**
 - 2% standard, up to 8% for all points
 - To be issued as a credit memo
- **Freight Allowed**
 - \$1,500 standard, up to \$750
- **Restock Fee**
 - 25% standard, reduced to 10% for all points
- **Payment Terms**
 - Net 30 standard, up to net 90 days
- **Cash Discount**
 - 2% standard, up to 8% for all points
 - Payment in 10 days via ACH



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Explain the point system

Our sales sheet explains the point program with the steps and point amounts.

PIONEER YOUR OWN 2019 Sales Program

For those who sold \$25,000 or more in 2018.
 Decide what you would like for your personal program.

	0	1	2	3	OPTIONS
Year End Rebate (Credit Memo)					2% 4% 6% 8%
Freight Allowed					\$1,500 \$1,250 \$1,000 \$ 750
Restock Fee					25% 20% 15% 10%
Payment Terms					Net 30 Net 45 Net 60 Net 90
Cash Discount (Payment in 10 days via ACH)					2% 4% 6% 8%





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Explain the point system

Have your customer fill out the PDF and select their program. Send the form to Marketing@JeffersonElectric.com. Ed will sign and we'll send final form to you and your customer.

PIONEER YOUR OWN
 2019 Sales Program

CHOOSE YOUR POINTS
 For those who sold \$25,000 or more in 2018.
 Create your 3 point promotion. You can choose any combination of options from the program defined on the previous page.

+ + + + = **3**

Year End Rebate Freight Allowed Restock Fee Payment Terms Cash Discount (10 Day)

Please sign up for our rewards program here:

Date

Name

Company Name

Customer #

Phone

e Mail

By filling in this form I agree to participate in Jefferson's PIONEER YOUR OWN program with the rules that have been defined.

Signature of Distributor Principal

Signature of Ed Armbruster

Send your completed form to marketing@jeffersonelectric.com



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Present the Customer Rewards Program

- To encourage customers to step up their Jefferson purchases
- For those who sell more than \$25,000 in 2019
- The reward will be a 2% rebate back to dollar 1
 - Reward will be a credit memo in Q1 2020
- Customer must sign up before the end of Q1 2019
 - The commitment must be made for the program
- Standard JEI Terms and Conditions apply
 - Net 30, \$1500 Freight Allowed, 25% restock fee, no cash discounts



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Present the form to participate in the program

Have your customer fill out
the PDF before the end of Q1.
Send the form to us for Ed
to sign.

CUSTOMER REWARDS 2019 Sales Program **SIGN UP FOR A REBATE**

If you purchased less than \$25,000 with Jefferson purchases in 2018, and you exceed the \$25,000 threshold in 2019, we will reward you with a **2% rebate back to dollar 1** in the form of a credit memo to be issued in Q1 2020. You must sign up for the program by the end of Q1 2019.

Standard terms apply for these fields:

- Net 30 payment terms
- \$1500 Freight Allowed
- 25% restock fee for returns
- No cash discounts

Use this form to sign up for the program.

Date

Name

Company Name

Customer #

Phone

e Mail

Rep Company

By filling in this form I agree to participate in Jefferson's CUSTOMER REWARDS program with the rules that have been defined.

Signature of Distributor Principal

Signature of Ed Ambruster

Send your completed form to:



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Ed Armbruster

Vice President, Low Voltage Sales



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Thank You

