

Welcome

Welcome to the PC-PoS Partner Programme. We have designed this programme to enhance the service we provide and to deliver extra value to our loyal customers.

We realise that our customers are the driving force behind our business and whilst we strive to offer excellent service, competitive pricing and a leading stock portfolio to all, we would like to offer more value to our premier customers, which is why we developed this programme. We expect certain commitments from our customers but believe the return is worth it.

There are three levels of Partner - Platinum, Gold and Silver. The Platinum and Gold levels are determined by the revenue or strategic importance of the Partner. The benefits associated with each level are detailed in the table on the next page and those benefits are explained fully on the subsequent pages.

To become a Partner, please fill out the application form provided (also available on our website) and return to your account manager (sales@pc-pos.co.uk).

If you have any suggestions or ideas that you feel would improve this Programme, we'd be pleased to hear them.

Read on to see how the PC-PoS Partner Programme can benefit your business.

Benefits Table	Partner Status		
	Platinum	Gold	Silver
Marketing			
Use of relevant PC-PoS Partner Logo	●	●	●
Use of relevant DigiPoS Partner Logo	●	●	
Access to PC-PoS support for shows & exhibitions	●		
Access to PC-PoS on-line photo library	●	●	●
Access to PC-PoS sales collateral	●	●	●
Marketing Assistance	●		
Free product sheets incorporating your company logo	●		
Sales Support			
Preferred first allocation of sales leads	●		
Second tier lead allocation		●	
Eligible to participate in co-op marketing programme	●		
Eligible to participate in bespoke lead generation programmes	●	●	●
Eligible to exhibit with PC-PoS at trade shows, seminars, conferences & exhibitions	●		
Telemarketing support	●		
Sales support from Manufacturers	●	●	●
Eligible to participate in certification programmes	●	●	●
Extra discounts on newly launched products	●		
Demo equipment at preferential prices	●	●	
Communication			
Channel Business Manager dedicated to your account	●		
Receive advanced product notification	●	●	●
Details & Link published on PC-PoS's website for Case Study articles	●	●	
Eligible for Press Release assistance	●	●	●
Eligible for Business application story assistance - Case Study	●	●	
Service & Support			
Direct-dial access to our Technical Support Team	●		
Named Customer Service Representative dedicated to your account	●	●	
On-line RMA tracking	●		
Advanced replacement programme for systems customers	●		
Preferred service price	●		
Training			
Free use of our training and meeting facilities	●		
Free new product training at your site	●		
Free new product training at our site	●	●	
Eligible to participate in product training programmes	●	●	●
Continuous dedicated training and development plan	●		
Business Planning			
Quarterly review with PC-PoS Senior Management for Business Planning	●		
Financial Services			
Eligible for sales rebate	●		
Eligible for Partner Leasing Programme	●	●	

Benefit Details

Marketing

PC-PoS Marketing Support will help to increase your brand awareness in the marketplace, enhance your collateral and help towards building stronger relationships with your valued customers.

Use of relevant PC-PoS Partner Logo

Platinum, Gold and Silver Partners may incorporate the relevant PC-PoS partner logo into their branding and advertising.

Use of relevant DigiPoS Partner Logo

Platinum and Gold Partners who sell the DigiPoS PowerPoS, Frontier and Retail Blade may incorporate the DigiPoS partner logo into their branding and advertising.

Access to PC-PoS support for shows & exhibitions

PC-PoS will actively support Platinum Partners at trade shows and exhibitions. This includes demo equipment, collateral support, product information and advice. We will even send one of our team members to help at the show itself if necessary.

Access to PC-PoS on-line photo library

Platinum, Gold and Silver Partners have access to a full range of downloadable PC-PoS product imagery on-line. Accessible via the Partner log-in page on our website.

Access to PC-PoS sales collateral

PC-PoS will provide sales collateral such as Specification Sheets and product information to Platinum, Gold and Silver Partners.

Marketing Assistance

Platinum Partners have access to full marketing support and advice from the PC-PoS Marketing Manager.

Free Product Sheets incorporating your company logo

Each Platinum Partner is eligible to receive 1000 product sheets designed by PC-PoS, detailing a product of your choice, incorporating your company logo and contact details. (Product subject to approval by PC-PoS).

Sales Support

Let PC-PoS help you generate sales and new customers with sales leads and telemarketing support from our in-house team of experienced Sales Executives.

Preferred first allocation of Sales Leads

Platinum Partners receive first allocation of sales leads through PC-PoS directly from our Sales Executives.

Second tier allocation

Gold Partners receive second tier allocations of sales leads through PC-PoS directly from our Sales Executives.

Eligible to participate in Co-op Marketing Programme

Platinum Partners are eligible to participate in the co-op marketing programme - please contact the Marketing department for more information.

Eligible to participate in bespoke lead generation programmes

Platinum, Gold and Silver Partners are eligible to participate in bespoke lead generation programmes -

Platinum Partners: PC-PoS' telesales team will contact a database supplied by you directly on your behalf. Our marketing department will also create an email-shot which can be sent to your entire database advertising a product or event of your choice.

Gold & Silver Partners: PC-PoS will produce an email-shot which can be sent to your entire database advertising a product or event of your choice.

Eligible to exhibit with PC-PoS at trade shows, seminars, conferences & exhibitions

Platinum Partners are eligible to exhibit with PC-PoS at trade shows, conferences, seminars and exhibitions.

Telemarketing Support

Platinum Partners will receive one full day of telemarketing support and advice per year. If a Platinum Partner wishes to hold a seminar or carry-out a telesales campaign, PC-PoS will provide one day of telesales resource in order to help secure candidates or leads.

Sales Support from Manufacturers

Due to our relationship with leading manufacturers in the EPoS market we can mobilise their support to help you secure business.

Eligible to participate in Certification Programmes

Platinum, Gold and Silver Partners may participate in Certification Programmes.

Extra discounts on newly launched products

Extra discounts will be offered to Platinum Partners on certain newly launched products.

Demo equipment at preferential prices

Platinum and Gold Partners are eligible to receive demo equipment at preferential prices. Prices to be confirmed by PC-PoS Management. Resellers are entitled to purchase one demo system every six months. We will also pass on manufacturer demo discounts where available.

Communication

Just a phone call away - your PC-PoS Channel Business Manager and Sales Executive will be on-hand to help develop your business.

Channel Business Manager dedicated to your account

Each Platinum Partner will receive a dedicated Channel Business Manager as well as an in-house Sales Executive. The Channel Business Manager will be responsible for working with the Partner to develop the business for both companies. They will introduce new products and services to the Partner and provide sales support if needed.

Advanced product notification

Platinum, Gold and Silver Partners will all receive advanced product notification. Partners will be informed before the launch of new products and services so that they are well positioned with information and expertise when new products are introduced.

Details & Link published on PC-PoS website for Case Study articles

Platinum and Gold Partners will have full details and a website link published on the PC-PoS website with all eligible Case Studies.

Eligible for Press Release assistance

Platinum, Gold and Silver Partners will all receive assistance with press releases. Simply let us know about any interesting projects and we'll help you plan and produce a press release by engaging with our vendors' marketing departments and trade journals on your behalf to obtain maximum coverage for these stories.

Eligible for Business Application Story assistance

Platinum and Gold Partners are eligible for business application story assistance. PC-PoS will assist with the creation of Case Studies and media coverage of interesting installs and projects. We will engage with our vendors' marketing departments and trade journals on your behalf to obtain maximum coverage for these stories.

Service & Support

Enjoy peace-of-mind and the confidence that PC-PoS are on-hand to support your technical requirements.

Direct-dial access to our Technical Support Team

Each Platinum Partner will receive a direct number to our Technical Support Team so you can be safe in the knowledge that you have immediate technical assistance if required.

Named Customer Service Representative dedicated to your account

Platinum and Gold Partners will receive a named Customer Service Representative dedicated directly to your account.

On-line RMA Tracking

Platinum Partners will have use of PC-PoS's on-line RMA website. Allowing you to track the progress of your RMA's quickly and easily, at any time.

Advanced replacement programme for systems customers

Platinum Partners can benefit from our advanced system replacement programme. Providing you and your customers with peace-of-mind. Details must be confirmed with PC-PoS Senior Management.

Preferred service price

Platinum Partners also benefit from a preferred service price. To be confirmed with your Sales Manager.

Training

PC-PoS product training will allow you to approach competitive situations with confidence and knowledge - enabling you to win more business and close more deals.

Free use of our training & meeting facilities

Platinum Partners can benefit from free use of all PC-PoS's training and meeting facilities. With sites in Blisworth, Cardiff, Basingstoke and Dummer in Hampshire, access to our vendor's offices around the country and more, there are plenty of great excuses to arrange off-site meeting and events.

Free new product training at your site

PC-PoS will provide on-site training for all Platinum Partners at a date to suit you.

Free new product training at our site

Platinum and Gold Partners are eligible to receive detailed product training at the PC-PoS offices in Hampshire.

Eligible to participate in product training programmes

Platinum, Gold and Silver Partners are eligible to participate in product training programmes.

Continuous dedicated training & development plan

Platinum Partners will receive a continuous, dedicated training and development plan throughout the year.

Business Planning

Continually improve your joint activities with PC-PoS and plan for the future.

Quarterly review with PC-PoS Senior Management for Business Planning

Platinum Partners have the option to meet with PC-PoS Senior Management for a quarterly review and business planning meeting. This meeting will cover joint activities, PC-PoS performance and development of activities and forthcoming projects.

Financial Services

Earn rewards for your successes and utilise PC-PoS's financial opportunities to help generate more sales.

Eligible for sales rebate

Platinum Partners are eligible for a sales rebate. This will be discussed with and confirmed by PC-PoS Senior Management annually.

Eligible for Partner Leasing Programme

Platinum and Gold Partners qualify for the PC-PoS Partner Leasing Programme. This programme will be simple to use, will be available through our website and may help to secure business from retailers unable to justify a capital expenditure.

Partner Requirements

PC-PoS recognise your expertise and we hope that by utilising our valuable resources we can help you gain a competitive edge and maximise profitability. In order to gain maximum benefit from the Partner Programme we ask that you meet the following requirements;

- Each Partner is required to send one person on an initial one-day product training session at the PC-PoS offices in Basingstoke, Hampshire
- Platinum and Gold Partners will commit to a revenue target. This will vary depending on the level of the Partner and will be confirmed by your Account Manager.
- Platinum Partners will hold a quarterly review with their Account Manager.
- All Partners are required to complete an application form and brief questionnaire about their products.
- PC-PoS request that all Partners provide the following contact information;
 - Sales contact
 - Technical contact
 - Marketing contact
 - Finance contact

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