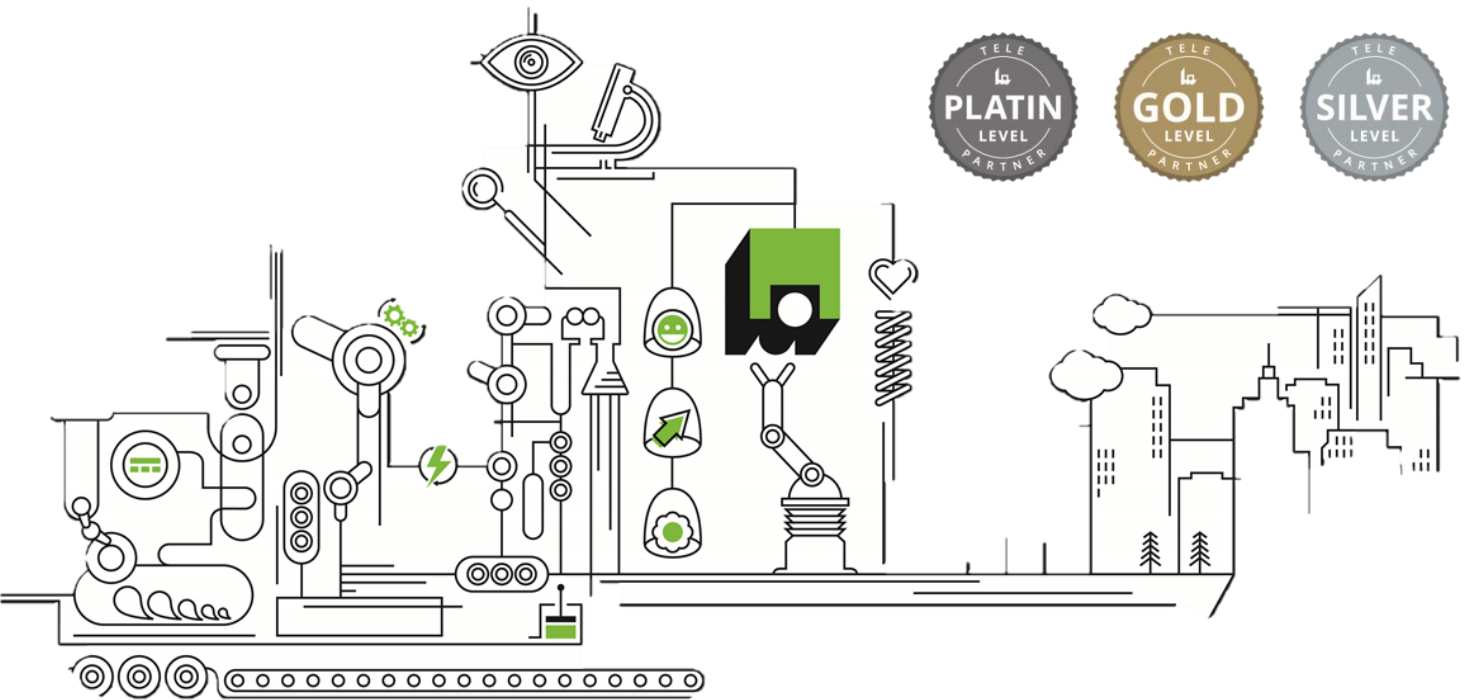


TELE Partner Program Manual



Welcome to the World of
TELE!



Welcome to the TELE Partner Program!

Dear Prospective Reseller Partner,

Thank you for your interest in becoming a member of the TELE Partner Program. Please use the following link www.tele-controls.com/tele-partner-program for partner specific company and product information.

As a TELE partner, we hold you in high regard and try our best to ensure that you have unlimited access to product information and continued product support. Below is a list of benefits to consider:

- Dedicated live and online technical support for Partners
- Access to pre-qualified sales leads
- Deal registration for pre-sale discounts and protected accounts
- Free product and market training. Plus competitive analysis & Q&A's.
- Ability to obtain early release copies for testing and integration
- Not For Resale units for internal and employee use
- Invitation to the annual partner conference
- Opportunities to attend and utilize our free online web seminars (webinars)
- Access to top sales tools, success stories and reviews from top rated publications
- Exclusively for our Platinum resellers:
The TELE Honeymoon, your personal ticket to explore our Austrian headquarters and production facility

Please visit our reseller information link above to preview additional advantages of becoming an authorized reseller for TELE.

Should you have any further questions please do not hesitate to contact me directly.

Sincerely,

Your TELE Team
resellerUSA@tele-controls.com





1. Lead Generation & Sales Assistance

a. Reseller Locator

A reseller lookup is prioritized by program and certification level (higher qualified resellers listed first to reward commitment).

End users can find resellers in their zip code area or within the visual map via the TELE online search, both nationally and internationally. All resellers will be presented within the zip code distance or within their appropriate territory. Partners with the highest level of authorization and certification are presented on the top—highlighting their level. This gives an advantage to those that have shown the greatest level of loyalty and effort.

b. Not For Resale (NFR) units

NFR units are available at a significant discount to Partners, allowing you to demonstrate the TELE product range. NFR discounts can be requested individually.

The NFR product range contains the following product ranges:

- Time delay relays: ENYA, GAMMA, VEO series
- Monitoring relays: ENYA, GAMMA, VEO series
- Power monitors: ENYA, GAMMA, VEO series
- Power meters: SENSact series
- Soft starters: P4.0 series
- Thyristor stacks: GTF, GTS series

c. Reseller Discounts

Every authorized TELE Partner has access to exclusive reseller discounts that depend on Partner's status level and performance.

d. Additional Volume Discounts

Back-end discounts available for achieving volumes greater than 100 pieces. Additional volume discounts have to be requested and claimed individually by our Partner.

e. Pre-qualified leads

Automatically receive qualified leads prioritized by your region, program level, and certification level. Notifications of leads are e-mailed to your primary e-mail account. They contain a link to your personalized Partner portal where they can be viewed and registered ("claimed").

Lead Follow-up Requirements

All leads that come into the company are classified as **A**, **B** or **C**. "**C**" leads are not actual leads—they are "contacts" since they may not be qualified. These contacts are sent additional information (direct mail, brochures, updates, etc.) by marketing until they respond again and are re-qualified as an **A** or **B**—in which case they are immediately referred to the partners.

In order to ensure that valuable leads don't get cold, there is a required follow-up time period. First, all leads must be claimed within 2 working days.

"A" leads. These contacts have a decision coming up soon and have requested immediate contact. They must be contacted within two working days.

"B" leads. These contacts have specified a decision time, the size of the opportunity, etc. but it is not immediate.





They must be contacted within five working days—or they may forget they even requested follow-up.

As a courtesy to the customers, and in fairness to other partners, if a lead is a) not claimed, b) contacted within the appropriate time frame, or c) the follow-up is not subsequently recorded, then the system will automatically re-assign the lead to another partner and you cannot access the specific lead information.

In fairness, any violation of the lead process will be discussed. If it happens further, the lead system will automatically disable leads to your account.

f. Deal Registration

Register your major deals to obtain pre-sales volume discounts and special account exclusivity.

Benefits include:

- Exclusive pricing advantage over competitors
- Potentially higher margins
- Increased chance to win the sale
- Assistance from sales to help close the deal
- Early pre-sales and engineering support to help win the business
- Program Highlights:
- Offered to Partners (Gold or Platinum) in the United States who are registered on within the online partner portal with current/accurate information
- Deal Registration is awarded on a first-come, first served basis
- The registration will remain valid for 60 days (and may be renewed)
- Deal registration may be stacked with existing discounts, such as up-front Gold or Platinum discounts

How does it work?

Register an accounting opportunity. This includes the name of the account, the potential sales opportunity and the expected close date. Submit information for approval. Once the information is submitted, the Channel Manager reviews the request and responds within 48 hours.

If rejected, the reason for rejection is noted. The reseller would then work with the account as normal.

If accepted, it means that the opportunity is large or strategic enough to merit assistance with selling, support, or financing. It also means you will obtain an exclusive pricing discount for this account to help you secure the bid.

The company benefits since we know which big deals are coming down the pipeline—helping us plan and assist with the efforts (from a competitive bid to help you with any trials, pre-sale support, etc.). Partners benefit with account exclusivity, better pricing, and assistance with closing the deal.

Rules of Engagement

Eligibility - The Deal Registration Program is limited to the company Gold and Platinum Resellers in the United States. Opportunities are registered on a first come, first served basis using the TELE online form within the Partner portal. Only one registration per opportunity will





be accepted. Opportunities cannot be combined or shared. Registered opportunities will typically be accepted or rejected within 48 hours. The opportunity registration discount is valid for 60 days. If the opportunity is still open at this stage the discount will expire and an application for a new discount must be made

The discount is only valid for the opportunity registered; the discount may not be carried over to another opportunity. Once an opportunity is registered and approved, a TELE sales representative will be assigned to assist the partner through the entire sales cycle to help increase the possibility of success. Similarly, TELE sales representative may bring a potential deal to partners and would expect to work together in the same way. Deal Loyalty – Once an opportunity is registered, to the extent possible, we will either win or lose the deal together as business partners. Our reseller partners agree to the same rule. If TELE brings an opportunity to a partner, the partner agrees to not introduce a competitive solution into the deal under any circumstances. If a partner chooses to bid a competitive product, TELE reserves the right to support other resellers involved in the opportunity.

Pricing - By registering an opportunity, TELE sales representatives agree to refrain from engaging the end-customer in pricing and/or business terms discussions. The TELE rep can and should give advice and counsel, based on their competitive and industry knowledge, but all pricing discussions, quotes, and other pricing-related material must be delivered to the customer by the reseller.

The claim paid is based on the MSRP pricing at the time of purchase, which may differ from the pricing used on the pricing notice. TELE pays the claim directly to the reseller on receipt of the claim.

To claim an approved discount rebate, the Partner submits copies of the distributor invoice(s) and the invoice sent to the end user, with a copy of the pricing notice to the TELE Channel Manager, who will arrange payment through the accounting department. TELE reserves the right to cancel any pricing notice issued. TELE reserves the right to alter, delete, or modify the program at any time, at its sole discretion.

g. Product Launch Evaluation Units

Partners are allowed to check out a limited number of evals for use during prospect trials and evaluations. Typically, five units are the most that can be checked out at any one time per location for a maximum of 45 days each. Each unit must be returned in the original shipped package (or better) in good condition. The company pays for shipping to the account, the reseller pays return shipping. Additional time and units may be available at the discretion of the TELE Channel Manager.

2. Effective Communications

a. Newsletters and E-Mails

Participate in joint regional promotions such as e-mails, ads, etc. The easy-to-use portal allows you to view and access existing newsletters and promotional e-mails.

b. Priority Contact

Our dedicated Partner Program Manager is more than happy to answer all questions related to our Partner Program. Whether you need to know more about all the perks and benefits or require assistance online.

All requests are prioritized by your authorization level.





c. Reseller Specific FAQs

Visit the reseller specific FAQ section online to submit your personal questions and view feedback from our technical support team and resellers around the country.

3. Online Portal Resources

a. Knowledge Base

In our knowledge base, you have the chance to access over 110 TELE applications and related products. Simply select industry, device or search individually for the application of your choice.

b. Market Information

In our market information section, you will learn about all significant essentials that connect our products to key industries like power distribution, machine building or HVAC. We are more than happy to also integrate your experience and know-how, making your success story public.

c. Competitive Analysis

Based on your and our knowledge we will encounter specific competitor products and cross them on an everyday basis. Our competitive analysis tool allows you to highlight TELE's key features and USPs while speaking to your customer.

Our competitive analysis tool is a living tool that requires permanent maintenance to keep you updated. We rely on our partnership to provide the best data possible in order to increase our market share together.

d. Sales Tools

Online you will have exclusive access to exclusive PDF battle cards, sample ad and e-mail templates, white papers, PowerPoint presentations, configuration guides, and case studies. We are also offering templates that enable you to customize sales and marketing materials where required.

e. Brand Usage

TELE stands for reliability, sustainability, and innovation. Together with our Gold and Platinum members, we review branding guidelines, logo usage and leverage the TELE brand to enhance your image.

f. Personalized Portal

View all your rebates, leads, registered accounts, agreements, terms & conditions and personal information within your own, personalized portal. Our platform provides all the essential information on the go, being compatible with most mobile devices.





4. Tech & Sales Support & Training

a. Training - Video - Virtual - Personal

Partners have access to FREE product and market training from TELE (excluding 3rd party training). Depending on your status level, we conduct these live, or during our annual Partner events; otherwise, you can get up to speed online.

For Platinum Partners we are happy to offer personalized on-site training and application overviews.

Following are several online resources from the main site that will help jumpstart your efforts:

- Training center and virtual training library
- Product Updates
- FAQs
- Tutorials
- Webinars
- Applications
- Case Studies
- White Papers

5. Let's Meet!

a. Annual Partner Conference - Virtual - Personal

Over one day, the conference will feature presentations and real-life case studies, with a range of professional and personal development opportunities for TELE resellers to get inspired, share knowledge and take away practical guidance.

Even product managers and developers from the global TELE headquarters will be joining us to share insights into our production and R&D pipeline.

Gold as such as Platinum status resellers will be invited personally. Silver partners will have the chance to be part of our annual event virtually.

b. Factory Tour Austria "The TELE Honeymoon"

Extraordinary success deserves extraordinary treatment.

Exclusively for our Platinum Partners, we are delighted to invite you to the home of TELE automation components: Vienna, Austria.

Let us cover your airfare, hotel, hospitality while you get to explore our headquarters, production facility and one of the most charming cities in Europe.

Of course for a party of two.





6. Requirements

a. Online Registration

Just visit www.tele-controls.com/home/tele-partner-program and register on TELE's partner program website.

b. Application Form

File and submit the TELE Partner Program application form online or via email.

c. Reseller Qualification

After reviewing your TELE Partner Program application, we will determine whether you will be eligible for our partner program.

d. Ramp-Up Procedure

All new partners are set up at the GOLD level for 6 months, within this certain time period it is required to meet training goals and a minimum revenue of USD 25,000 within this period. After the initial 6 months, the regular, annual quota range is set up and checked after 6 months before gaining/losing another status.

e. Plan of Action

The TELE partner marketing plan of action is part of the TELE Gold and Platinum authorization process for resellers.

For the first three months of each year, this basic plan of action indicates major marketing initiatives on a one-pager.

f. Annual Sales Targets

Following overview provides the annual required revenue in order to maintain or reach status levels for Silver, Gold, and Platinum Partners.

USD 150,000+	USD 50,000+	No Minimum Required
PLATINUM	GOLD	SILVER





TELE Partner Program Perks & Benefits		150k+ PLATIN	50k+ GOLD	0k+ SILVER
Lead Generation & Sales Assistance				
Reseller Locator	Public Zip-code reseller lookup, prioritized by region, core industry and certification level (higher qualified resellers listed first -along with their level of authorization- to reward commitment).	X	X	X
Not For Resale Units	NFR units are available at a significant discount, NOT for resale or "loan" to non-authorized resellers or to customers – strictly for in-house use.	X	X	X
Reseller Discounts	Higher authorization levels receive greater discounts on TELE `s MSRP price list.	X	X	X
Additional Volume Discounts	Individual Back-end rebates are available for achieving volume requirements. Requests are prioritized by status level. (only applicable for self-generated orders).	X	X	X
Pre-Qualified Leads	Automatically receive qualified leads prioritized by your region, program authorization, and certification level. Notifications of leads are e-mailed with a link to your personalized Partner Program portal where the can be viewed and registered ("claimed").	X	X	
Deal Registration	Register your major deals to obtain special account exclusivity.	X	X	
Seasonal Sales Specials	Enhance your personal performance and margins with seasonal sales specials and promotions	X	X	
TELE Global Access	Access and order our special functionality and non-UL portfolio for replacements or maintenance purposes.	X	X	
Product Launch Evaluation Units	Check out a limited number of free evaluation units for use during events, prospect trials and evaluations of new markets and products.	X		
Effective Communications				
Newsletter and E-mails	This is not spam, but valuable information requested by our partners. Includes special announcements, product news, applicable promotion deals, updated Q&A and new sales tools.	X	X	X
Priority Contact	You can talk to the Partner Program Manager if you need to know anything about the Partner Program, have any problems or suggestions. Highest priority depends on the level of authorization.	X	X	X
Reseller Specific FAQs	Have a question about configuration, sales strategies, or overcoming objections? Visit the reseller specific FAQ section to submit your questions and view feedback from our technical support team and resellers around the country.	X	X	X
Online Portal Resources				
Knowledge Base	Access 110+ Applications and relate directly to products being utilized within certain industries.	X	X	X
Market information	Learn market trends to determine which verticals to target, what they prefer and more.	X	X	X
Competitive Analysis	Review the latest matrix that shows how TELE products compare to the competition. Great resource if you're in a competitive bid and need to de-position the competition.	X	X	X
Sales Tools	PDF battle cards, sample ad and e-mail templates, white papers, PowerPoint presentations, configuration guides, and case studies.	X	X	X
Brand Usage	Review branding guidelines, logo usage and leverage the TELE brand to enhance your image.	X	X	
Personalized portal	View all your rebates, leads, registered accounts, agreements, terms & conditions and personal information within your own, personalized portal.	X	X	





Tech & Sales Support & Training

Video Training	Get up to speed on the product, sales approach, and installation within the self-paced FREE video training program. As close as possible to on-site training.	X	X	X
Virtual Training	Increase your product knowledge by attending our customer specific webinars. Tailored to your needs, we provide project and product-specific answers to your questions.	X	X	
Personal Training	Work on your personal applications or projects with a dedicated TELE engineer in person to reach the most sophisticated and satisfying solution for complex requests.	X		
Let's meet!				
Virtual Conference	Attend our annual partner conference virtually and view the presentations online with recorded video feeds and downloadable presentations.	X	X	X
Personal Conference	Experience the annual partner and reseller event and engage in personal conversations and meetings. Learn about product trends and news as such as exciting TELE applications.	X	X	
Factory Tour Austria	You and your plus one will get to know every single detail of our development and production process on-site in our manufacturing facility in Vienna, Austria. We call it the "TELE Honeymoon" and got you 100% covered! No need to worry about your expenses, hotel or airfare.	X		

TELE Partner Program Requirements

		150K* PLATIN	50K* GOLD	0K* SILVER
Register online	Just register on TELE's partner program website.	X	X	X
Submit your application form	File and submit the TELE partner program application form online or via email.	X	X	X
Qualify as a reseller	Must qualify as a reseller with a) face-to-face selling, b) provide 1st line post-sale support, c) have outbound sales reps, d) sell complimentary products and integration capabilities.	X	X	X
Develop a Business Plan of Action	Submit a bi-annual business plan of action with assistance from the TELE Partner Manager to allocate Co-op promotions. Templates available.	X	X	
Annual Sales Targets	Highest level Partners are required to reach predetermined sales targets to obtain higher margins and additional benefits. Check with the TELE Channel Manager for details.	X	X	



