Evolis**Red** Program

Combined expertise made easy!

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Primacy



The Evolis Red program Easy to do business together

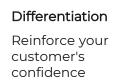
Objective

Support our most value-added partners to drive growth and ensure the end user with the highest level of service from an accredited partner



Benefits:





2022

Competitiveness Enhance your skills and knowhow

Extra Resources Save time & money and get into action

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Volis Red Your advantages at a glance evolis evolis evolis Evolis Certified Partner Status • • . Recognition \bigcirc Engagement Bonus • . Privilege Access to Evolis Management Team • Priority Promotion . . • Leads & Evolis Social Media Support • • Priority Priority Leads . . **Priority Communication** . Certified Sales Training **NEW** • Training al Certified Technical Training . • Discounted • . Demo Printers **Dedicated Promotions** • • \$\$\$ Marketing Financial . Sales Support & Co-Branded Marketing . . Assets Marketing Tools, Marketing ToolBox • . . tools & tools Campaign in a Box . • Event Pack NEW ٠ .

Recognition

	SILVER RESELLER 2022	CVOLIS GOLD RESELLER 2022	PLATINUM RESELLER 2022
Evolis Certified Partner Status	0	•	٠
Engagement Bonus	0	•	•
Privilege Access to Evolis Management Team			•

Evolis Certified Partner Status

Official RED logo

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Accredited partner logo **& number** published on Evolis website.

Privilege Access to Evolis Management Team

Direct & regular communication with Evolis team and also the opportunity to discuss strategies and tactics.

Engagement Bonus

Yearly Bonus Program

- End User Testimonial: share a success, Evolis validates and writes the story
- **Project Award:** register & close your opportunity (min. 10 printers)
- Sales & Marketing Plan: min. 3 scheduled & validated actions

3 bonus levels according to the number of engagement completed:



Contact your Evolis Representative to receive the conditions.

Leads & Priority



	EVOLIS SILVER RESELLER 2022	COLD RESELLER 2022	PLATINUM RESELLER 2022
Priority Promotion	0	•	٠
Evolis Social Media Support		•	•
Priority Leads		•	٠
Priority Communication			•

Priority Promotion

All Red resellers will be the first to receive information about forthcoming promotions.

Priority Leads

Benefit from leads generated by Evolis' global and regional marketing campaigns. Leads priority is given to Evolis Gold and Platinum Partners.

Evolis Social Media Support

Special highlights of Gold and Platinum resellers on social media.

Leverage support from the Evolis Social Media team's global reach.

Priority Communication

Platinum Partners will be **the first to receive information** about product launches.



Training

CVOLIS SILVER RESELLER 2022	CVOLIS GOLD RESELLER 2022	PLATINUM RESELLER 2022
0	•	•
	•	٠



Certified Sales Training

A dedicated sales force training journey

Objective: share essential Evolis information in few modules to guarantee partners skills acquisition and certification.

Certified Sales Training **NEW**

Certified Technical Training

Our ambition is to:

- Share expertise on products range and services
- Share arguments on how to best promote them
- Share good practices on how to generate more revenue



Certified Technical Training

Physical and online training program to assist technicians in acquiring or improving their knowledge & proficiency.

Objective: upscale technical preand post-sales services through printer and software training.

Partners who follow this training receive a logo and certification, valid for 2 years.





Sales & Marketing



	SILVER RESELLER 2022	GOLD RESELLER 2022	PLATINUM RESELLER 2022
Discounted Demo Printers	٥	•	•
Dedicated Promotions		•	•
Marketing Financial Support			•

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Discounted Demo Printers

Demo Pack

Take advantage of our discounted price on demo printers and signature pads to showcase solutions at events, offer demonstrations and allow customers to test software:

- 10% discount *(with promo code: REDP)*
- Zenius, Primacy 2, Avansia, Quantum, CLM for Primacy, CLM for Avansia & Sig pad
- A unit of each model per year!

Dedicated Promotions

Exclusive promotions

Enjoy additional Evolis-led promotions and dealer incentives that are reserved only for Gold and Platinum Partners.

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Marketing Financial Support

Based on agreed Marketing actions, exclusive funding to support marketing campaigns and events will be available to Platinum resellers.

Sales & Marketing 1/2

Tools.

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tools





Take advantage of our ready-to-used tools to communicate on different channels:

- **Ready-to-send email**: template on a vertical market or product focus (can be customized by you), including a call-to-action button (to generate leads)
- Ready-to-post visuals: digital media kit for social media, website banner, whatsapp... focusing on a vertical market or product

Available on the <u>RED section</u> of the Evolis partner website.

Co-Branded Marketing Assets

Gain access to customization tools

Integrate your logo and contact information on preexisting Evolis documentation.

Contact your Evolis Representative for more information.

Sales & Marketing 2/2



Campaign in a Box

Get your 2-month customized Marketing Campaign for the vertical market of your choice to nurture your prospects!

Tools.

tools &

tools

- 3 personalized emails (recommended to be sent every three weeks)
- 3 visuals for social medias (facebook, LinkedIn, Whatsapp...)

Conditions:

- To be part of a prospection plan (agreement with sales rep.)
- To have the segmented prospects / own a database
- To have a digital platform (e.g. MailChimp) enabling to
- track emails and measure the campaign results

Contact your Evolis Representative to put int place this action.

Event Pack

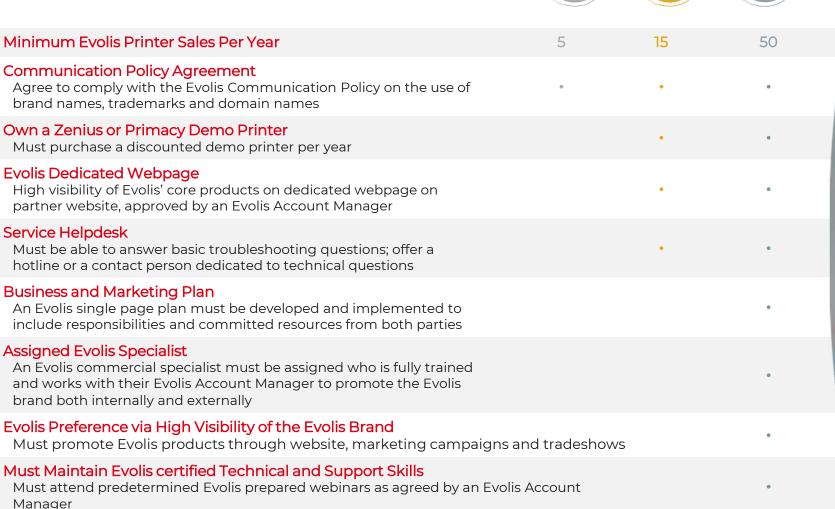
Have everything ready for your event!

Download everything you need for organizing your event as easy as a click:

- Stand visual guidelines
- Marketing tools and card designs
- Communication templates
- Leads form
- Evolis tips

Criteria





Service Offer

Including technical services agreement





Registration Process

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Complete the form on https://www.evolis.com/red-program-registration

- Evolis to check your request vs criteria
- 3 Sign & return the Evolis charter of commitments
 - Receive your Evolis logo & official reseller certificate
 - Check your status on https://www.evolis.com/reseller-status

Further Information

If you have any questions or require further information, please contact: <u>info@evolis.com</u> or your local Distributor