

# EvolisRed Program

Combined expertise made easy!

evolis



# The Evolis Red program

## Easy to do business together

2022

EvolisRed  
Program

### 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



### Advantages:



Recognition



Leads & Priority



Training



Sales & Marketing

### Benefits:



Business opportunities  
Capture Attention



Differentiation  
Reinforce your customer's confidence



Competitiveness  
Enhance your skills and know-how



Extra Resources  
Save time & money and get into action



# Your advantages at a glance

EvolisRed  
Program



## Recognition

Evolis Certified Partner Status

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Engagement Bonus

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Privilege Access to Evolis Management Team

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## Leads & Priority

Priority Promotion

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Evolis Social Media Support

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Priority Leads

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Priority Communication

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## Training

Certified Sales Training **NEW**

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Certified Technical Training

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## Sales & Marketing

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Discounted Demo Printers

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Dedicated Promotions

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Marketing Financial Support

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Co-Branded Marketing Assets

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Tools,  
tools &  
tools

Marketing ToolBox

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Campaign in a Box

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Event Pack **NEW**

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# Recognition

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Evolis Certified Partner Status

Engagement Bonus

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:

1

200€//\$  
Cash back

2

450€//\$ or  
1 Demo Unit FOC  
(Zenius Classic)

3




750€//\$ or  
1 Demo Unit FOC  
(Primacy Simplex)

*Contact your Evolis Representative to receive the conditions.*



# Leads & Priority



			
Priority Promotion	•	•	•
Evolis Social Media Support		•	•
Priority Leads		•	•
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



Certified Sales Training **NEW**

Certified Technical Training



## Certified Sales Training

**A dedicated sales force training journey**

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

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

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CERTIFIED SALES TRAINING

2022/2024

## Certified Technical Training

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

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

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

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Program

CERTIFIED TECHNICAL RESELLER

2022/2024



# Sales & Marketing



			
Discounted Demo Printers	•	•	•
Dedicated Promotions		•	•
Marketing Financial Support			•

## 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.

## 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,  
tools &  
tools

## Co-Branded Marketing Assets

### Marketing ToolBox

### Campaign in a Box

### Event Pack **NEW**



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## Marketing ToolBox

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 RED section 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.

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# Sales & Marketing 2/2



Tools,  
tools &  
tools



Co-Branded Marketing Assets

Marketing ToolBox

Campaign in a Box

Event Pack **NEW**

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## Campaign in a Box

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

- 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 in 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

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# Criteria



## Minimum Evolis Printer Sales Per Year

5

15

50

## Communication Policy Agreement

Agree to comply with the Evolis Communication Policy on the use of brand names, trademarks and domain names

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## Own a Zenius or Primacy Demo Printer

Must purchase a discounted demo printer per year

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## Evolis Dedicated Webpage

High visibility of Evolis' core products on dedicated webpage on partner website, approved by an Evolis Account Manager

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## Service Helpdesk

Must be able to answer basic troubleshooting questions; offer a hotline or a contact person dedicated to technical questions

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## Business and Marketing Plan

An Evolis single page plan must be developed and implemented to include responsibilities and committed resources from both parties

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## Assigned Evolis Specialist

An Evolis commercial specialist must be assigned who is fully trained and works with their Evolis Account Manager to promote the Evolis brand both internally and externally

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## Evolis Preference via High Visibility of the Evolis Brand

Must promote Evolis products through website, marketing campaigns and tradeshow

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## Must Maintain Evolis certified Technical and Support Skills

Must attend predetermined Evolis prepared webinars as agreed by an Evolis Account Manager

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## Service Offer

Including technical services agreement

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# Registration Process

- 1 Complete the form on <https://www.evolis.com/red-program-registration>
- 2 Evolis to check your request vs criteria
- 3 Sign & return the Evolis charter of commitments
- 4 Receive your Evolis logo & official reseller certificate
- 5 Check your status on <https://www.evolis.com/reseller-status>

## Further Information

If you have any questions or require further information, please contact:  
[info@evolis.com](mailto:info@evolis.com) or your local Distributor

