

THE MINIMIZER **PARTNERSHIP PROMISE**

LEVERAGING THE MINIMIZER ADVANTAGE FOR MUTUAL SUCCESS!

MINIMIZER'S **PROMISE** TO YOU:

- Tested & Tortured products
 - Tested to save the customer time and/or money, and Tortured to ensure they'll last longer than the competition. That means less hassle for distributors.
- Products come with the best warranty in the Industry
- In-person brand and product training
- Online training via the "Minimizer U" e-mail module
- National Print and Digital Ad Campaign
- Participate in regional truck shows across North America
 - Provide interested customers with maps, names, and phone numbers to preferred distributors
- Sponsorships to create brand and industry awareness
 - Bandit Big Rig Racing
 - Winters Racing
- Automated e-mail campaigns
- Social media coverage
- Interactive website tools - www.minimizer.com
- Stocking distributors also receive:
 - Free freight on qualifying stock orders
 - Free POP fender display provided with initial qualifying stock order
 - Free catalogs, product flyers, and additional POP merchandise such as product displays, banners, x-frames, 3D posters and counter mats
 - Free customized and co-branded sales literature
 - Free verified leads
- Dedicated Minimizer Territory Manager – not a Manufacturer's Representative.

DISTRIBUTOR'S **PROMISE** TO MINIMIZER:

- We do ask that you encourage and support your staff to take full advantage of the valuable face-to-face and "Minimizer U" training that is provided. In other words, allow us to train your team how to sell Minimizer.
- Allow Minimizer Territory Manager to do ride-alongs with your outside sales personnel – calling on fleets and customers.
- Work with our marketing department to provide you with customized sales literature.
- As a preferred distributor, you agree to promote and sell Minimizer products over and above competing products.
- In order to qualify for the preferred distributor pricing (and the additional benefits that accompany being a Minimizer preferred distributor) there is an annual sales requirement of \$25,000 for your primary location and \$5,000 per additional location.

MINIMIZER SIGNATURE

DISTRIBUTOR SIGNATURE

PRINT NAME

DATE

PRINT NAME

DATE

