

# ProfitMAX<sup>®</sup>

## RESELLER PROGRAM

Welcome to the next level of success for your business. Become part of one of the fastest growing reseller programs in the surveillance industry — Toshiba ProfitMAX™.

- > Improve your project close ratio
- > Increase your profit margins
- > Enhance your installation efficiency
- > Acquire more technical knowledge

# EXCLUSIVE BENEFITS

## FOR PROFITMAX MEMBERS

- > COMPLIMENTARY COMMISSIONING SERVICE
- > UP TO 7% QUARTERLY CASH REBATES
- > DISCOUNTS OFF PROJECT REGISTRATION QUOTES
- > DEMO PROGRAM DISCOUNTS
- > PROMOTIONS
- > ADDITIONAL SERVICE REVENUE
- > PRIORITY TECHNICAL SUPPORT HOTLINE
- > EXPEDITED ADVANCE PRODUCT REPLACEMENT
- > VIRTUAL INSTALLER PROGRAM
- > HEAR IT FROM TOSHIBA FIRST

**TOSHIBA**  
Leading Innovation >>>

# ProfitMAX

## Toshiba Reseller Program

### HERE IS HOW PROFITMAX WORKS

We designed the ProfitMAX program with four tiers — Silver, Gold, Platinum, and PlatinumPlus. These tiers are based upon 6 month purchase volume (April – September) (October – March). Levels are set as follows: Silver (\$1-\$49,999), Gold (\$50,000 – 99,999), Platinum (\$100,000-199,999); and PlatinumPlus (\$200,000+). Resellers start at Silver and reap Silver benefits immediately. At the conclusion of the 6 month period, the Resellers level will be determined based upon purchase volume. The Reseller will then reap the below benefits in the following 6 month period. For example; Reseller purchases \$52,000 during the period of April – September, the Reseller will reap Gold benefits during October – March.

	Silver	Gold	Platinum	PlatinumPlus
Commissioning Service (FREE)	x	x	x	x
Hear it from Toshiba First Promotions	x	x	x	x
Virtual Installer program (FREE)	x	x	x	x
MySurveillix (FREE)	x	x	x	x
Priority technical support hotline	x	x	x	x
Expedited advance product replacement			x	x
Quarterly CASH rebate		2%	4%	7%
Discounts off Project Registration quotes from \$10,000 - \$49,999	3% min.	4% min.	5% min.	5% min.
Discounts off Project Registration quotes over \$50,000	3% min.	5% min.	7% min.	7% min.
Demo program discounts	20%	30%	40%	50%

### EXPLANATION OF PROGRAMS

**Commissioning Service** - complimentary service for registered projects that meet Toshiba's requirements. Toshiba Tech Specialist will assist ProfitMAX dealer at installed site to optimize the newly purchased Toshiba IP Surveillance system.

**Hear it from Toshiba first** - learn about promotions and programs directly from Toshiba; eliminates hearing important news through the grapevine.

**Promotions** - win Toshiba consumer items such as laptops and tablets via regular promotions.

**Virtual Installer program** - set up an appointment with a highly skilled tech support representative to walk you through your install on the day of your install ~ this means a very smooth installation. FREE service for ProfitMAX resellers.

**MySurveillix** - earn additional service revenue by offering a web based service to your clients that manages the health care of their surveillance system. This is FREE to ProfitMAX Resellers.

**Priority technical support hotline** - go to the front of the queue and receive a quicker level of service.

**Expedited advance product replacement** - no forms to fill out to return defective product. Only item Toshiba requires is email acknowledgement. Cameras will be shipped priority automatically. Video servers will be expedited upon request.

**Quarterly CASH rebates** - 2% CASH for Gold Dealers, 4% CASH for Platinum Dealers. 7% CASH for PlatinumPlus Dealers. Toshiba issues a rebate directly to the reseller.

**Discounts off Project Registration quotes** - register your projects and obtain exclusive discounted pricing via Toshiba's Project Registration Quote Form. Project Registration Quote must be worth at least \$10,000.

**Demo program discounts** - receive a discount on demo equipment - limited to 1 item per model number; recorders no larger than 4TB. (subject to approval).

Become a Toshiba ProfitMAX Reseller at:

[www.profitmax.toshibasecurity.com](http://www.profitmax.toshibasecurity.com)

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