

The logo for TALON, featuring the word "TALON" in a bold, orange, sans-serif font inside a white rectangular box with rounded corners. The box is set against a background of a power line tower silhouette against a blue sky.

Meter Mounting Equipment

Meter Mounting Equipment

# 2017 Market Builder Channel Partner Program

The strength of collaboration,  
the commitment to succeed.

[usa.siemens.com](http://usa.siemens.com)

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The Market Builder Channel Partner Program establishes performance criteria that represent fully aligned partnerships with Siemens and recognizes those channel partners that achieve the highest level with the greatest rewards for growth.

## 2017 Incentives Meter Mounting Equipment

Channel partners receive 3.0% of their 2017 Talon meter mounting equipment sales back once they reach their established sales goals. This incentive is paid on their total sales of Talon meter mounting equipment. Channel partners receive an additional 2.0% Growth Bonus once they reach 110% of their sales goal.

## 1% e-Business Utilization Incentive

To reward our channel partners who use our e-business tools, we offer a quarterly e-Business Utilization Incentive to those that submit at least 85% of their orders electronically.

This e-Business Utilization Incentive will be an additional 1% for all invoices earning the standard cash discount of 1% each quarter. The incentive will be paid out quarterly, approximately 30 days after the end of the quarter. Invoice payments that are received late or do not meet our standard payment terms will not be eligible for the incentive.

## 2017 Sales Incentives

	Sales Incentive	Growth Bonus
Product Category	≥100% of Sales Goal	≥110% of Sales Goal
All Talon meter mounting equipment <sup>12</sup>	3.00%	2.00%

1. Sales Goal Incentive & Growth Bonus are calculated on the total sales of eligible products with a maximum incentive calculated at 130% of goal.
2. Payments may be reduced for channel partners that do not comply with payment terms. See details on the back page of this brochure.

## Business Resources

Visit us online where you will find detailed product information and links to customer support, the Industry Mall and industry associations.

[www.talonmetering.com](http://www.talonmetering.com)



## Co-op Promotional Funding

To promote name recognition, partnership and growth in the markets we serve, channel partners will have a promotional funding account established. Co-op Promotional Funds can be used for a variety of business development activities including point of purchase items, customer outings, and counter days.

### Claiming co-op funds

Co-op claims can be submitted and tracked by channel partners through our online claim processing system. Claims must be submitted within 90 days of an activity or the start date of a promotion to be eligible.

Talon 2017 Co-op Funding	
Promotional Funding Rate <sup>1</sup>	\$100 plus 0.25% of previous year's sales of Talon meter mounting equipment
Maximum Allowance	\$1,000

**Eligible Products:** All Talon meter mounting equipment

1. \$2,000 minimum previous sales required to earn coop funding.

## Program details

- Channel partners that are members of groups or organizations are not eligible for the Sales and Growth Incentive or other portions of the Market Builder Channel Partner Program that are in contradiction to any other agreement with Siemens. Please contact your sales representative for specific program changes.
- Final determination of program benefits will be at the sole discretion of Siemens.
- All decisions are based on the records of Siemens. Siemens reserves the right to modify the terms and conditions or terminate the Market Builder Channel Partner Program at any time.
- The distributor is accountable for calculating purchases from Siemens net of any rebates, credits, and returns submitted during the program year when figuring their year-end purchasing objectives needed to attain sales goal levels for incentive payouts included in this program. Siemens may provide estimated sales needed to attain payout levels from time-to-time for general guidance only.
- Incentives offered will not be considered earned until the proper financial documentation (W9) has been provided.
- All Sales and Growth Incentives and other program benefits are offered based on the full compliance of payments in accordance with invoice due date by participating channel partners. If a participating account fails to pay invoices timely and in accordance with the invoice terms shown on each invoice, Siemens management may determine an account ineligible for any or all of the incentives offered or projected at any time during the program year up until the date that an incentive is actually issued. It is the responsibility of the participating channel partner to monitor their accounts payable processes for compliance with payment terms and payment procedures. Channel partners may contact their Siemens credit analyst with any questions regarding payments due.

### **Market Builder Channel Partner Program**

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