



## Become a Pioneer Water Tanks® Master Dealer

Join the “*ONLY PIONEER*” team and receive the following benefits:

- Access to our valuable marketing program.
  - Digital marketing is a constantly changing landscape, and we dedicate significant resources to maintain relevant marketing campaigns that get proven results. All our 2017 top performers participated in the marketing program - it works!
  - Master Dealers will receive \$500 in marketing value per month at no cost, 50% of which will be marketing management by our marketing specialist.
  - You can make contributions to increase your monthly spend at any level you like to achieve the best results.
- Favorable payment terms.
  - Master Dealers will only be required to place a 10% deposit upon order, with the remainder due 30 days after invoice date.
  - To maintain these terms, your account must be in good standing. We reserve the right to revoke terms and/or stop supply if your account balance becomes past due.
  - Payment terms are subject to credit limit.
- 12-month price freeze.
  - Master Dealers will receive a 12-month freeze on current prices. Quote with confidence knowing your prices won't change.
- Earn “Pioneer Dollars” toward a trip to Australia.
  - In 2019, we're headed to Australia, and all our dealers are invited! See Pioneer's state-of-the-art manufacturing facilities and meet the team behind the tanks. Don't miss out on an amazing experience.
  - Beginning March 7, 2018 earn P\$500 for every \$100,000 of invoiced sales. Every Pioneer dollar you earn can be used to offset the cost of your trip.

### What do we ask of our Master Dealers?

- Achieve purchases of a minimum of \$100,000 in your first year as a Master Dealer, with a plan to increase sales each following year.
  - Year one: \$100,000
  - Year two: \$150,000
  - Year three: \$200,000
- Demonstrate a willingness to study and learn everything there is to know about the product.
- Become an expert on Pioneer Water Tanks and utilize the *ONLY PIONEER* sales strategy to sell the outstanding benefits of a Pioneer Water Tank to your customers.
- Position the Pioneer Water Tanks brand at the forefront of your sales and marketing strategy.
- Wherever possible, consider *ONLY PIONEER* first. We understand that certain projects may be subject to size and style constraints, but where possible, we ask that you offer Pioneer Water Tanks as the first, best, and only choice for quality water storage.
- Create a regular and reliable stream of tank sales and successful delivery of those tanks to the market.

- Our new manufacturer-direct strategy means we've been able to reduce costs and margins in the supply chain to create incredibly competitive pricing. As a result, we expect to grow sales significantly.
- We need our Master Dealers to help us get there. As we scale-up the business we gain cost efficiencies which means we can ultimately offer better pricing.
- We rely on our dealers to help us maintain our reputation for delivering a quality product that is built to a high standard. Master Dealers should be responsive, knowledgeable, and provide exceptional customer service to the end customer.

There is no up-front cost to become a Master Dealer. If you're in, we're in, and we're here to help you increase sales. Once you decide to become a Master Dealer, we'll implement the benefits listed above for your company, and we'll touch base regularly to confirm that expectations are being met on both sides.


So, are you ready to join the *ONLY PIONEER* team?

Yes, count me in!

Master Dealer Company Name (please print): \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Print name: \_\_\_\_\_

Approved by Pioneer Water Tanks America:  \_\_\_\_\_

Date: \_\_\_\_\_