



CognitiveTPG Preferred Reseller Program



Empowering our top-performing resellers with business resources and sales incentives unrivaled in the industry.

CognitiveTPG's Preferred Reseller Program is an innovative channel program designed to recognize top-performing resellers by providing them with access to a wide array of business resources and sales incentives. The program is limited to a select group of resellers capable of producing a high level of sales, service, and support for our product solutions. CognitiveTPG is committed to helping our preferred resellers find ways to improve business operations, identify new opportunities, and grow their bottom line.

Program Tiers

	Gold	Platinum	Diamond
Quarterly Levels Rebate Incentives	5%	7.5%	10%
Demo Unit Support	✓	✓	✓
Back End Yearly Bonus			✓
Sales Support	Channel	Direct	Direct
Promotions	Limited	✓	✓
Sales / Marketing Tools	✓	✓	✓
Public Relations Support	✓	✓	✓
Sales Leads	✓	✓	✓

Features and Benefits

- **Quarterly Incentive Rebates.** Rebates are calculated automatically by CognitiveTPG based on sales out reports from our authorized distributors. Percentage is based on program level and mutually agreed revenue targets
- **Demonstration Equipment.** Preferred resellers may purchase printers at a substantially discounted price to be used as demonstrative units. Additionally, Diamond and Platinum level resellers will be allocated additional units per year at no cost
- **Combined Product Revenue.** CognitiveTPG is the only manufacturer to offer an extended product line in Point of Sale printers (receipt and hybrid) and Auto ID barcode label printers as well as media supplies. Preferred resellers are able to apply all products toward their revenue targets
- **Back End Yearly Bonus.** Upon attainment of your mutually agreed revenue target CognitiveTPG will pay an additional bonus at the end of the year for meeting or exceeding your revenue goals
- **Sales Cooperation.** Preferred Resellers are part of a team, working closely with our hi-touch field sales and inside sales personnel
- **Promotions.** Preferred resellers are eligible to participate in periodic sales incentive programs that include SPIFFs (Sales-Person Incentive Funding), end user mail-in rebates, instant rebates, and contests for both your customers and sales force. Promotions values will vary by the program level. Your CognitiveTPG sales manager will keep you up-to-date on all programs
- **Major Account Pricing.** Contact your sales manager for special bid pricing for large volume opportunities
- **Sales and Marketing Tools.** CognitiveTPG will provide you with innovative and informative sales and marketing tools including competitive comparisons, sales guides, and customized brochures
- **Sales Leads.** As the result of various promotional activities, leads will be periodically generated and distributed to our preferred reseller partners
- **Public Relations Support.** When you have made a successful installation with our product we can work with you and your customer to spread the word. There are many other potential customers out there who would also benefit from the same solution

Call TODAY to see if you qualify for the CognitiveTPG Preferred Reseller Program!



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