



Preferred Distributors

	Tier 1: Gold Distributor <i>Annual growth 2 year average ≥ 15%</i>	Tier 2: Silver Distributor <i>Annual growth 2 year average ≥ 10%</i>	Tier 3: Bronze Distributor <i>No Annual Growth Requirement</i>
PROMOTIONAL SUPPORT			
Annual Planning	YES (Q4)	Yes (Q4)	No Requirement
Business Reviews • YTD Sales Review • Pipeline Opportunities • Partnership Updates Participants: • Sales Manager (Responsible for Sales Goal) • Corporate Sales Director/Manager (if applicable) • Grace Channel Manager • Grace RSM Grace Local Rep	YES (Quarterly)	YES (Annually)	No Requirement
Grace Champion(s) Determined Champion Criteria: • Role: Individual or Team • Expertise: Deep understanding of Grace solutions and target market - Subject matter expert(s) • Responsibility: Track and achieve sales goals, lead opportunity closures • Knowledgeable: Familiarity with Grace products, ideal customer profiles, and market strategies • Proactive: Ensures alignment with overall sales objectives and identifies winning opportunities	YES	YES	No Requirement
Sales Manager Information Per Branch Provided	YES	YES	No Requirement
Maintains Current Grace Training	Quarterly Refresher Training- Grace Champion, All Outside & Inside Sales Team. Needs to test out each time.	Quarterly Refresher Training- Grace Champ, key sales people. Needs to test out each time.	No Requirement
Limited (Flexible) POS Requested Info • Gap Analysis: Identify non-Grace selling points for targeted account acquisition. • Account Expansion: Evaluate the growth in customer accounts compared to the previous year. • Product Line Breakdown: Categorize sales data by product lines for detailed insights. • Year-over-Year Growth (%): Calculate the percentage increase in sales compared to the previous year. • Customer Adoption: Distinguish customers who made purchases from those who did not. • Penetration Rates: Analyze sales penetration rates for the top 20% and top 30% of customer accounts. • This format will provide a comprehensive view of your business's sales landscape, helping to pinpoint areas for improvement and strategic focus.	YES	YES	No Requirement
Joint Partnership to Customer List <i>(Goals per partnership established between Distributor & Grace)</i>	≥ 2 times per year (Fully supported and funded by Grace)	≥ 1 times per year (Fully supported and funded by Grace)	No Requirement
Grace Representation on Distributor Website	YES	Preferred	Preferred
Maintains Updated Grace Presence and Products on Website	YES (easy to update with IDEA)	YES	No Requirement
BENEFITS			
GracePort® Pricing Multiplier	.63	.73	.80
PESD Pricing Multiplier	.70	.80	.90
GraceSense™ Pricing Multiplier	0.75	0.75	0.75
Proxxi by Grace Pricing Multiplier	0.80 (Non-Stocking) 0.73 (Stocking, requires serialization)	0.80 (Non-Stocking) 0.73 (Stocking, requires serialization)	0.80 (Non-Stocking) 0.73 (Stocking, requires serialization)
Streamline Access to SPA	YES	YES	N/A
Qualified Leads	Target account, partnership, webinar, ecommerce leads	Partnership	N/A
Target Customer Resources Provided by Grace	YES	N/A	N/A
Listed on Distributor Locator on Grace Website	YES	N/A	N/A
Visibility to New Product & Support Launching to Customers	YES Position for success through partnership, training, and joint calls	N/A	N/A
Annual & Quarterly Planning Support - <i>Grace to create a promo plan, and sales plan to help reach goal.</i>	YES	YES	N/A
Channel Support - <i>Point person to discuss pricing, training, product questions, gather resources, demos/samples.</i>	YES	YES	YES
Customer Events <i>(Grace funded)</i>	YES Grace helps to plan the event as well as funds food, beverages (lunch & learn style) samples, and time with our experts demoing product/solution ≥ \$5K annually	Not funded by Grace but Grace will help support the event (planning and staffing)	N/A
Joint Marketing Dollars This is Grace Investment in PD	\$34K Annual Investment \$3,500 per partnership + (20) samples + Market-ing & BD Time to quailify leads = Approx. 17K per parntership x 2 per year= \$34K	Limited annual partnership investment to be used specifically for partnerships. <i>Subject to conditions of providing POS.</i>	N/A