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# TENNANT APEX

PARTNER PROGRAM

# TENNANT PARTNER PROGRAM OVERVIEW

## OBJECTIVES

- ▶ Define and drive successful business behavior among business partners
- ▶ Help both Tennant and Distributor achieve Business Goals
- ▶ Foster long-term relationship
- ▶ Deliver the best products and services in the industry, and value to our customers

## PROGRAM SUMMARY

The following is a summary of the Tennant APEX Partner Program. Summarized in this document:

- ▶ Successful Equipment Distributor Profile
- ▶ Your Tennant Company Team
- ▶ Marketing Fund
- ▶ Tennant STAR
- ▶ Partner Resources
- ▶ Partner Policies

Complete detail on these programs can be found on My Tennant, APEX website.

*Note: Information in this document is confidential and intended for use solely by Tennant Company and distributor personnel authorized to possess it. If you are not authorized to possess this document, please return it immediately to Tennant Company's Legal Department at the addresses below:*

### TENNANT COMPANY

Attn: Legal Department  
701 N. Lilac Dr.  
Minneapolis, MN 55422

### TENNANT COMPANY FAR EAST HQ PTE LTD

120 Lower Delta Road  
#09-04, Cendex Centre  
Singapore 169208



# SUCCESSFUL EQUIPMENT DISTRIBUTOR PROFILE

Many elements contribute to a successful distributorship and consistent equipment growth. Below is a table that highlights these key elements followed by a detailed description of each item.

<b>EQUIPMENT DEMONSTRATION CAPABILITIES</b>	Equipment Specialist(s) Direct Sales Representative(s) Demo Units Dedicated Vehicle & Trailer Training
<b>SERVICE CAPABILITY</b>	In-house Service Utilize Tennant Direct Service
<b>ACCESS TO KEY DISTRIBUTOR PERSONNEL</b>	Regular Collaboration with Key Departments
<b>QUARTERLY/ANNUAL PLANNING &amp; TARGET ACCOUNT DEVELOPMENT</b>	Collaborate on Annual Business Plans Quarterly Business Plan Reviews Mutually Identify Target Accounts & Develop Action Plans
<b>GROWTH-ORIENTED MARKETING ACTIVITIES</b>	Utilize Marketing Fund Co-Develop Marketing Campaigns Tennant Company Participation in Events & Tradeshows
<b>PARTS &amp; CONSUMABLES SALES</b>	Achieve P&C sales of 15% or greater of total purchases



### EQUIPMENT DEMONSTRATION CAPABILITIES

- ▶ Employ Equipment Specialist(s) or Trained Distributor Sales Representative(s). See Appendix A for a full description of the Equipment Specialist Role.
- ▶ Maintain an adequate demonstration inventory to perform hands-on demonstrations to potential prospects.
- ▶ Commit to ongoing training with internal sales staff and building external educational training sessions with their customer base to create overall awareness about the importance of cleaning.

### SERVICE CAPABILITIES

- ▶ Offer defined service capabilities with an in-house service department or utilize Tennant Company's service department to support their customer needs.

### ACCESS TO KEY DISTRIBUTOR PERSONNEL

- ▶ Successful distributor partners have an "open door" policy that allows for regular collaboration between Tennant Company and the distributor's management team, sales force, service department, procurement and all other working departments within the organization.

### QUARTERLY/ANNUALLY PLANNING AND TARGET ACCOUNT DEVELOPMENT

- ▶ Distributor partners and Tennant Company mutually identify target accounts with a clear set of action plans, including designated distributor representation and Tennant Company support with quarterly review.
- ▶ Develop action plans and milestone dates to ensure achievement of the desired results.
- ▶ Each year a local Tennant Area Sales Manager will collaborate with distributor partners to develop an annual business plan designed to grow our mutual business and maximize market share within the trade region. Annual business plans should be reviewed no less than quarterly, however, monthly reviews are desired to increase maximum plan effectiveness.

### GROWTH-ORIENTED MARKETING ACTIVITIES

- ▶ Distributor partners can maximize sales growth by developing and implementing growth-oriented marketing activities. Growth-oriented marketing activities may include advertisements, multi-touch campaigns, telemarketing, tradeshow, sales contests, etc. In order to co-develop marketing campaigns, contact the local Tennant Area Sales Manager, who will put you in contact with Tennant Company's marketing team.

### PARTS AND CONSUMABLES SALES

- ▶ Proper service and maintenance of machines is critical for end user satisfaction. Utilizing Genuine Tennant *True*® parts improves the overall experience of end users. Tennant Company's target goal for distributors is that 15% of the total Tennant purchases are generated from parts & consumables.



# YOUR TENNANT COMPANY TEAM

ROLE	CONTACT	PHONE	EMAIL	DESCRIPTION
<b>GENERAL MANAGER</b>	Ignatius Ng	<b>+(65) 9664 7496</b>	Ignatius.Ng@tenantco.com	Business Development for APEX
<b>REGIONAL SALES MANAGER</b>	Kwan Khee Sern	<b>+(65) 9023 0231</b>	KheeSern.Kwan@tenantco.com	Taiwan, Vietnam, Thailand
<b>SALES MANAGER</b>	Ian Holt	<b>+ 61 437 036 040</b>	Ian.Holt@tenantco.com	APAC Sales and Product Training Markets: S. Korea and The Philippines
<b>SALES MANAGER</b>	Desmond Koh	<b>+(65) 9695 1379</b>	Desmond.Koh@tenantco.com	Markets: Singapore, Malaysia, Indonesia, Cambodia, Myanmar
<b>SALES MANAGER</b>	Parul Srivastava	<b>+(91) 998 768 6928</b>	Parul.Srivastava@tenantco.com	India and Sub-Continents
<b>SALES MANAGER</b>	Sudarat Kongmee	<b>+(66) 869872333</b>	Sudarat.Kongmee@tenantco.com	Thailand
<b>MARKETING MANAGER</b>	Kaixian Cai	<b>+(65) 9786 3807</b>	Kaixia.Cai@tenantco.com	APAC Export Marketing
<b>SERVICE TRAINING MANAGER</b>	Christopher Tan	<b>+(65) 9046 4466</b>	Christopher.Tan@tenantco.com	Tennant Preventive Maintenance Program, Service Training



# MARKETING FUND

## OBJECTIVE

Our region comprises of varied cultural, economic and language, and Tennant APEX recognizes that local marketing is not only the most effective way to reach out to prospective customers, it also deepens the business relationships for greater overall benefits for both Tennant and our business partners in the region.

## ELIGIBILITY

Tennant APEX Distributors.

## FUND AMOUNT

All qualifying distributors will be given a current year. Marketing Fund budget of between 1-1.5% of their previous year total purchase. For distributors with less than 12 months of purchase history, contact your Country Sales Manager to discuss options.

## ELIGIBLE ACTIVITIES

As a general guideline, only marketing activities conducted in a manner that meets Marketing Objectives as discussed in the annual evaluation and for the purpose of generating marketing leads shall be eligible for co-op reimbursement.

As part of Tennant's effort to drive digital marketing, **30% of the Marketing Fund** has to be used in the following digital marketing activities:

- ▶ Digital Marketing Campaigns
- ▶ Content Marketing (website improvement, creating landing page etc)
- ▶ Search Engine Optimization (Meta Info, Keywords, web analytics etc)
- ▶ Search Engine Marketing (Google Adwords)
- ▶ Online advertisement with industrial association (Online banners)
- ▶ Email Marketing (does not include monthly subscription fee)

The remaining **70% of the Marketing Fund** would be allocated to any of the below activities:

- ▶ Events
- ▶ Tradeshows
- ▶ Roadshows

All co-op product advertisements or promotional materials must prominently feature Tennant Logo.

We require our business partners to submit monthly marketing leads report and activities update in order to be eligible for co-op support. Monthly reports have to be submitted in a timely manner by the 5th of the following month.

Co-op fund cannot be used for:

- ▶ Demonstration transportation costs
- ▶ Human resource development costs such as marketing training
- ▶ Operational related costs such software or web hosting fee
- ▶ Translation costs
- ▶ Giveaways

Tennant reserves the right to impose additional requirements, as necessary, in order to maintain the integrity of the Marketing Co-op Program.

*See Appendix A for reimbursement process.*

# TENNANT STAR

## OBJECTIVE

Drive Tennant values through distributors to end-users.  
See Tennant STAR brochure for more details.

## ELIGIBILITY

Tennant APEX  
Distributors.



## OVERVIEW

Tennant STAR is an incentive program that allows Tennant Distributors Principals, Sales Managers, and Sales Representatives to:

- ▶ Register and validate machine warranty.
- ▶ Track, incentivize and create competition between Sales Representatives through performance tracking table and a league table.
- ▶ Analyze, track and pull real-time reporting on the performance of a sales team.
- ▶ Be rewarded with rewards through online catalogues for selling Tennant equipment and for providing correct end user information.

# PARTNER RESOURCES

## TRAINING

### Objective:

Ensure you and your team have the resources required for detailed product knowledge, sales skills, and demo techniques.

### Training Delivery:

- ▶ Online: Tennant University
  - » Hundreds of topical training programs
  - » Available on demand through My Tennant
- ▶ Distributor Onsite Training
  - » Initial Product Training conducted by Tennant Area Sales Manager
  - » New Product Training (delivered locally and prior to new product introductions)
  - » Select Sales Training provided by Tennant Area Sales Manager based on a needs evaluation
- ▶ Tennant Onsite Training Programs
  - » DSR 101 Product Training with a light touch on Sales Skills
  - » 3 Days Product Knowledge
    - ½ Day Sales Skills
  - » DSR 201 Sales Skill Training
    - 3 Days of Skills Training including Prospecting, Discovery, Presentation and Demonstration



## MY TENNANT

### Overview:

My Tennant is Tennant Company's secure, "online, anytime" resource, connecting authorized users to everything relevant to their account with Tennant Company. It is available only to selected individuals within your organization.

Resources available on My Tennant include:

- ▶ Product Literature
- ▶ Spec Sheets
- ▶ Operator Manuals
- ▶ Common Parts Documents
- ▶ Technical and Service Information
- ▶ Online Parts Catalog
- ▶ Competitive Overviews
- ▶ Distributor Tool Kit
- ▶ Real-Time Parts and Machine Availability
- ▶ Price Books
- ▶ Account Summary
- ▶ Online Ordering of P&C and Any Standard, Stockable Machines
- ▶ Order Tracking
- ▶ Sales Reporting Access to Detailed Sales Reports

# PARTNER POLICIES

## PAYMENT TERMS

Unless otherwise agreed upon in writing between the parties, Distributor shall make all payments in U.S. dollars by remitting payment to Tennant Sales and Service Company, P.O. Box 71414, Chicago, IL 60694-1414 by the thirtieth (30th) day after the date of the invoice, unless Tennant specifies, in writing, a different location to send remittances. Tennant reserves the right to revoke credit terms at any time upon delivery of written notice to Distributor. Payment terms are 3% Cash in Advance (CIA), and 90 days credit.

## MINIMUM ADVERTISED PRICING POLICY

Tennant has made a significant investment in a consistent brand image, emphasizing its high quality, innovative technologies, and expert services that create unparalleled customer experiences. In keeping with this image and brand equity, Tennant believes that its products should be advertised online at prices that reflect the premium value of those products. This policy is designed to ensure that Tennant's online brand is consistent across all media both offline and online. See Appendix B for the detailed policy.

## TENNANT TRADEMARK AND DIGITAL CONTENT USE POLICY

Tennant has granted its partners the right to use trademarks, copyrighted content, images, and other digital assets to assist in promoting, marketing and distributing Tennant products. In order to ensure consistency, proper use, and the protection of the Tennant brand, the attached policy is intended to provide specific guidance on how to use those assets. See Appendix C for the detailed policy.



# APPENDIX

## APPENDIX A: MARKETING FUND REIMBURSEMENT PROCEDURES

- ▶ 3rd party invoices for marketing activity dated between January 1st and November 30th must be submitted within 45 days of invoice date.
- ▶ 3rd party invoices for marketing activity dated between December 1st and December 31st must be submitted no later than January 15th of the following year.
- ▶ Electronic copies of marketing collateral and approved Tennant Company creative brief must be submitted at the time of invoice submittal. Tennant Company creative brief must be approved prior to collateral development.
- ▶ Customer events and tradeshow require attendance of Tennant Company personnel.
- ▶ Tennant Company management has final approval of all marketing fund reimbursement requests.

## APPENDIX B: ONLINE MINIMUM ADVERTISED PRICING (MAP) POLICY

- ▶ Please refer to [www.tennantstar.com](http://www.tennantstar.com) for full policy

## APPENDIX C: TENNANT TRADEMARK AND DIGITAL CONTENT USE POLICY

- ▶ Please refer to [www.tennantstar.com](http://www.tennantstar.com) for full policy

