



DEALER MANAGEMENT PROGRAM

Building long-lasting partnerships

ALLU Dealer Management Program aims to create long-lasting mutually beneficial business relationships built on trust. Our motto is "We say what we do, and we do what we say."

WHAT IS ALLU DMP?

The ALLU Dealer Management Program (DMP) is committed to a uniform and fair approach, rewarding performance and addressing underperformance to maintain high standards. We aim to ensure that our partner network is customer-focused and driven by sales performance, promoting a collaborative environment where working together towards common goals is prioritized. As part of this program, you are considered an important extension of the ALLU sales team, directly contributing to our shared success in the industry.

WHAT DO WE WANT TO ACHIEVE?

Our goal through the ALLU Dealer Management Program is to drive mutual sales growth and optimize marketing and sales performance management through active cooperation. We aim to enhance ALLU brand awareness consistently across all channels. Effective and timely two-way communication is crucial to our approach, ensuring that both parties are aligned and informed. Ultimately, our objective is to build a long-lasting, win-win partnership that benefits all involved, fostering sustainable success and growth.

WHAT DO WE MEASURE?

To ensure the success of both parties, we focus on measuring key aspects of our collaboration. Regularity of communication is tracked to maintain consistent engagement and actions. Monitoring sales performance helps us to understand market penetration. We also evaluate the effectiveness of the marketing initiatives to ensure they align with our strategic goals. Additionally, training is provided to guarantee that our partners are well-equipped with the necessary knowledge and skills to excel.



DEALER TIER LEVELS

The ALLU DMP has four tier levels: Bronze, Silver, Gold, and Platinum, based on engagement and activity levels on an annual basis.

At the Bronze level, dealers are expected to engage a bit in marketing efforts, such as social media posting and arranging demos. The Platinum level, on the other hand, demands high engagement in these marketing activities. The higher the tier, the greater the product discounts offered when ordering ALLU equipment. Importantly, tier levels are based on engagement and accomplishing agreed actions rather than order intake amounts or sales numbers.

A signed dealer contract must be in place before a dealer can officially join the DMP and ascend through these levels, showing the importance of high engagement, true motivation, and commitment to the activities. The tier level is evaluated once a year in a review meeting.

