

# **DOMETIC** | PLUS PROGRAM



PLATINUM  
SERVICING DEALER



GOLD  
SERVICING DEALER



SILVER  
PLUS ACCOUNT

Mobile living made easy.





## OVERVIEW

The Plus Program is a holistic approach to nurturing a mutually beneficial relationship between Dometic, RV Dealers, Service Centers, Mobile Service Technicians, and ultimately the End Consumer. The program is based on performance in the areas of Product Support, Warranty & Service, Store Impact, and Growth & Potential. Each of the three levels (Platinum, Gold and Silver) will receive increasing benefits based on meeting or exceeding the established criteria.



## PROGRAM LEVELS

The Plus Program levels are assigned based on several factors, however the overarching drivers for classification are performance in Product Support, Warranty & Service, Store Impact, and Growth & Potential. Your level can change year to year and your Regional Sales Manager is there to assist you with identifying and addressing any areas necessary to help move up the next year.

The goal of the program is to establish an even closer relationship between Dometic and your company, while providing benefits to make you more profitable, efficient and effective, and ultimately delivering the best experience possible for the end consumer. The Plus Program is a major step forward for Dometic and we are excited for the future!





PLUS PROGRAM

## BENEFITS

The Plus Program offers increasing levels of benefits based on meeting or exceeding the established criteria. The goal of the program is to provide you and ultimately the end consumer with additional tools to enhance the buying, servicing and RVing experience. Dometic is committed to be your supplier of choice and the Plus Program is a major step in escalating our relationship in all areas.

 Annual Awards Program 	 Full E-Commerce Access 	 Online Dealer Locator Inclusion 	 In-Store Displays & Banners 
 Rebate on Annual Purchases 	 Warranty Rate Premium 	 Promotions & Special Buys 	 Assigned Dometic Sales Manager 
 Priority Price Level 	 Ability to Order Via Phone 	 Priority Customer & Tech Service Lines 	 Invitation to Yearly Incentive Trip 
 Premium / Permanent In-Store Displays 		 Product Exclusivity 	

### LEGEND



DOMETIC PLATINUM+  
SERVICING DEALER



DOMETIC GOLD+  
SERVICING DEALER



DOMETIC SILVER+  
ACCOUNT

Benefits are subject to change at any time without notice. This program and the benefits listed do not infer a contractual obligation. Plus Program levels are determined based on several factors and may change at any time due to performance, account status, etc. Contact your Regional Sales Manager for any questions you may have.

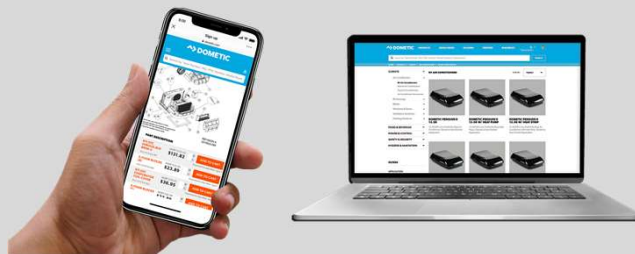


## ADDITIONAL BENEFITS

Dometic is committed to be your supplier of choice and our 8,000 team members strive every day to provide the programs and services to make doing business with us a great experience. From product support, to marketing, to training, to digital tools, and everything in between Dometic continues to provide innovative solutions to allow you to sell more product and receive the highest level of assistance when needed, the way you want it.

### DOMETIC FOR BUSINESS

The Dometic for Business portal provides comprehensive information and ordering capabilities for products, repair parts and accessories, marketing and sales resources, support contacts, training, account information and more. The tool is mobile enabled, available anytime and is enhanced regularly to make doing business even easier. Visit [www.dometic.com/d4b](http://www.dometic.com/d4b) to get started today.



### MARKETING SUPPORT

Dometic is the most well known RV supplier in the world for good reason. Not only are our products in nearly every unit produced, but we are committed to reaching consumers through marketing to drive customers to you. Last year we had over 950M earned media impressions, over 600K social media followers, 90M paid digital impressions, Platinum Sponsor of The RVers TV Show on Discovery Channel, and over 1M visitors to our website in North America alone.

### PRODUCT SUPPORT

Dometic produces products in 16 distinct product categories and is the largest, most awarded supplier to the RV aftermarket in the world. To assist with in-store merchandising of this wide selection, we have developed various types of displays and collateral pieces including banner stands, semi-permanent and permanent displays, posters, leaflets, buyers guides, signs, and much more.



### TRAINING SUPPORT

Dometic offers training in-person, real time virtual and a library of webinars and videos for anytime access. Our monthly product training webinars provide the latest information on new items and walk through the features and benefits of existing products to make selling easier. The regional in-person training offers your technicians hands-on experience servicing Dometic products.

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