

# Preferred Choice

## Customer Rewards Partnering Program

### Giving Preferred Clients a Choice of Partnership Rewards

You are a special customer, and we want to do more than just reward you for your business and your loyalty. We want to make the relationship stronger and help create opportunities for more success for both of us. In short, we want to be a better partner.

To do this, we're offering you a combination of rewards, based on your volume of business.

- **R&D hours.** These may be used to cost-engineer an existing design, develop new features, create standards, develop prototypes, design tradeshow demos, create standard submittals, provide technical

support, write specifications, develop new products, or review market directions. Or you may have other uses we haven't thought of.

**Field service days**, included with the R&D hours. Use these days for on-site troubleshooting, repair, or replacement, providing an extra level of service to your customers. On-site field service credits include travel and expenses within the continental United States.

- **Cash Out Option:** If you prefer, we offer you the ability to cash out your earned rewards at the levels shown in the table below.

Yearly Sales Volume	Rewards		
	R&D Hours	Field Service Days	Cash Out
\$250,000	40	1	\$2,000
\$500,000	80	2	\$4,000
\$1,000,000	160	4	\$6,000
\$1,500,000	240	6	\$10,000
\$2,000,000	320	8	\$12,000

#### How to Proceed

We've tried to make this a simple plan. You simply *sign up* for the program and *specify the person* with the decision-making authority relative to the choices. Your account information will be included in your Web-based access to REX.

Rewards are based on sales within a calendar year and may be used from the point in time that they are earned until the end of the next calendar year. You must make your decision as to the choice of hours/days or dollars by January 31 of the year following the year earned. If hours/days are selected, they must be used by December 31 of that year and cannot be rolled over.

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Partner: \_\_\_\_\_

Sign-up Date: \_\_\_\_\_

Current Date: \_\_\_\_\_

Authorized Decision Maker(s)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Volume through 12/31  
Prior Year: \_\_\_\_\_

Volume from 1/1: \_\_\_\_\_

Year to Date: \_\_\_\_\_

R&D Hours		Field Service Days		Cash Out
Earned	Used	Earned	Used	Available
<input style="width: 50px; height: 30px;" type="text"/>	<input style="width: 50px; height: 30px;" type="text"/>	<input style="width: 50px; height: 30px;" type="text"/>	<input style="width: 50px; height: 30px;" type="text"/>	<input style="width: 100px; height: 30px;" type="text"/>

Schedule a meeting to scope the R&D project each year and quantify the desired outcome. Agree on R&D project schedule and estimated hours.

Meeting Date: \_\_\_\_\_ Location: \_\_\_\_\_

**Possible R&D Uses**

- |  |   |
|--|---|
| <input type="checkbox"/> Create standards<br><input type="checkbox"/> Review products for cost savings<br><input type="checkbox"/> Review products for technology upgrades<br><input type="checkbox"/> Review for customer-desired features<br><input type="checkbox"/> Develop prototypes<br><input type="checkbox"/> Develop complete re-do<br><input type="checkbox"/> Upgrade to Control Logix | <input type="checkbox"/> Change program to different brand<br><input type="checkbox"/> Review ways to differentiate the product<br><input type="checkbox"/> Change product manufacturers<br><input type="checkbox"/> Update drawings<br><input type="checkbox"/> Review the complexity in our partnering<br><input type="checkbox"/> Review the complexity in submittals and O&Ms<br><input type="checkbox"/> _____ |
|--|---|