

Dealer Program Notes

1. The purpose of the new program is to incent POS Dealers, Retalix Dealer Managers, and other personnel to solicit and qualify prospective clients through a lead referral program for sales opportunities that end in the sale of Retalix HQ or Retalix HQ/Store Combination Deals. The “field of eligible client opportunities” will be those grocery clients that are **currently not assigned** to the Retalix Direct Sales Organization and are generally 9 stores and below. However, all leads will be considered.
2. A lead tracking form will be completed by the submitting party with relevant information about the prospective client opportunity such as contact name, address, business issues, etc. These forms will be submitted to Bill.Campbell@retalix.com at which time the client will be become “registered” as a valid lead for a period of 6 month’s and eligible for a referral fee or rejected as a client that is already being worked for HQ or HQ/Store Product Bundle. Store sold by itself will not be eligible for any referral under this program.
3. Once registered, the referring party will provide a client introduction to various HQ Sales and PSM Personnel which will pursue this opportunity and further qualify the client. A web presentation will follow with a possible on-site visit depending on the size and nature of the opportunity.
4. Pricing and Product Quotations will be composed and provided by Retalix and supplied to the end user prospect and registering party. If this deal concludes in a consummated Retalix Agreement of Sale, the registering party will receive the referral fee (5-10%) based on the net selling price of the software license deal (Dealers). This will be paid to the referral entity as Retalix receives its payments based on the agreement for such software license. No Professional Services, Maintenance, Hardware, or Third Party Software will apply to this referral fee.
5. All pricing will follow the standard Retalix HQ and HQ/Store Pricing Configurations with discounts being granted at the sole discretion of Retalix.