

SECTION:	Reseller Sales		
POLICY #:	RS 21	PAGE:	1 of 4
SUBJECT:	StoreNext Dealer Classifications		
DATE:	10/10	SUPERSEDES:	4/05

TITLE: RS21, StoreNext Dealer Classifications

POLICY: StoreNext has established three levels of dealer partners, each dealer qualifying based upon volume, representation and exclusivity

SCOPE: All StoreNext dealer partners

PROCEDURES:

The StoreNext Dealer Program is designed to promote business performance for both dealers and StoreNext.

1. Echelons within the StoreNext dealer program enable partners to qualify for various status levels based upon the dealer's commitment to StoreNext's offerings, dedication and performance.
 - a. The dealership's program level receives marketing recognition that dealers can use to promote their position and services.
 - b. Dealers at the highest levels also enjoy the greatest discounts across StoreNext's offerings (see Policy [CO 6](#)). StoreNext's program further ensures that all StoreNext dealers – regardless of their level – have ample opportunity for profitability and growth.
2. The StoreNext dealership program levels are:
 - a. **Select**
 - i. Select dealers must pass StoreNext's certification for specific StoreNext offerings
 - ii. Select dealers must be properly trained and staffed to provide high support and service levels on these products to their customers
 - iii. StoreNext Select Dealers will normally enjoy:
 - 1) Territorial business representation⁸
 - 2) Generous discounts
 - 3) Participation in StoreNext's co-op marketing program
 - 4) Eligibility for Centurion Club

⁸ StoreNext cannot and does not guarantee exclusive territories.



SECTION:	Reseller Sales		
POLICY #:	RS 21	PAGE:	2 of 4
SUBJECT:	StoreNext Dealer Classifications		
DATE:	10/10	SUPERSEDES:	4/05

5) The opportunity to progress to the next tier of StoreNext representation.

b. Elite

- i. Elite dealers have the all the same benefits as Select dealers, but will also provide a combination of high sales volumes, broad or complete active product representation across StoreNext’s product lines, appropriate business practices, operations and financial factors, and commitment to those StoreNext offerings.
- ii. In exchange for this performance, Elite dealerships will enjoy greater discounts across StoreNext’s product lines.

c. Premier

- i. Premier status is reserved for those partners with the very highest annual sales performance, complete or near-complete product line representation, excellent business practices, operations and financial factors, and demonstrated dedication and commitment to StoreNext’s offerings.
- ii. Premier dealers will enjoy the greatest discounts from StoreNext in return for this high level of commitment and performance.

3. Qualification criteria

- a. StoreNext has established four sets of criteria to enable StoreNext dealer partners to qualify for the appropriate echelon.
 - i. Sales volume and performance— including all StoreNext products and services
 - 1) StoreNext limits sales volume recognition of achievement to that volume achieved in the dealer’s designated territory.
 - 2) Volume performance is considered in relation to the dealer’s business opportunity within that dealer’s area of operations.
 - ii. Breadth of StoreNext product representation
 - 1) StoreNext reserves higher dealership status levels for dealer partners who actively represent and sell all or substantially all of StoreNext’s solutions.



- 2) StoreNext may factor activity in new or strategically important StoreNext programs more heavily
- iii. Commitment and dedication to StoreNext offerings
 - 1) StoreNext reserves the higher tiers of dealership status for dealer partners who have established expertise and conduct exhibiting full commitment and dedication to StoreNext solutions.
- iv. Business practices
 - 1) StoreNext reserves the higher tiers of dealership status for dealer partners who have, in StoreNext's view, demonstrated ongoing excellence in their business practices. Areas of such performance may include, among other factors,
 - a) Staffing levels appropriate to properly cover the established territory for delivery of sales, support and service
 - b) Strategic and long term planning and investment
 - c) Quality, currency and best practices in providing system maintenance for the dealer's installed base
 - d) Levels of training and expertise in the StoreNext solutions represented
 - e) General quality of the vendor-dealer relationship including support of StoreNext as a partner and support of the StoreNext program.
 - f) General quality of the dealer-dealer relationship including support and cooperation with other StoreNext dealers.
 - g) Financial strength and management, currency with StoreNext receivables.
- 4. Dealer placement in the program
 - a. Upon commencement of a new dealer partner relationship, StoreNext will establish the initial level of their company in StoreNext's dealer program.
 - i. This level is based upon actual or predicted achievement of the qualification criteria and the annual marketing plan established with the dealer.



SECTION:	Reseller Sales		
POLICY #:	RS 21	PAGE:	4 of 4
SUBJECT:	StoreNext Dealer Classifications		
DATE:	10/10	SUPERSEDES:	4/05

- b. StoreNext will review dealers periodically and reserves the right to revise the dealer's placement at any time based upon achievement and/or revised prediction of achievement of any or all of the qualification criteria.
- c. StoreNext reserves the right at StoreNext's sole option to place dealers in the category which in StoreNext's view best represents the appropriate overall balance of the qualification criteria and the dealer's predicted achievement.

