

***Sonetics***<sup>®</sup>

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# DEALER PARTNERSHIP

Work with well-recognized companies to transform the way work teams communicate while realizing a significant opportunity to acquire new business and grow revenue.





# HELPING WORK TEAMS HEAR WHAT'S IMPORTANT

Sonetics wireless headsets reduce unimportant noise and connect teams with the people and the important things they need to hear—completely hands-free. Connected crews are more productive, tasks are less stressful, safety improves and work days are a lot more enjoyable.

There's a significant opportunity to help work teams at well-known recognized companies hear what's important to make their work safer and more productive every day. Whether that's operating heavy equipment, manufacturing the vehicles we depend on, or even keeping our nation's infrastructure intact—the opportunities to use Sonetics wireless systems are endless.











# BECOME A SONETICS

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## DEALER PARTNER

Partnering with Sonetics is a “win-win” proposition. You’ll retain more margin, sell more to your existing customers, and establish new customers with a unique and compelling product line that is growing exponentially and transforming communication standards for high-noise work teams.

# SUCCESS THROUGH PARTNERSHIP

Well-recognized companies have shared their significant need to help their workers transform the way they communicate on the job, and we bring our partners in on those conversations.

You'll work with Fortune 150 companies to help solve their key communication challenges with Sonetics solutions, and help their people and organizations thrive in the work they do.

## GROWING AND MEASURING OPPORTUNITY

One goal of our partnerships is to provide our dealers with unique opportunities that result in increased sales volumes and high profits by selling our high quality solutions.

At the same time, we never sacrifice the value our customers expect from our brand. Our value-conscious customers tell us that we are a premium brand and they expect education before ever talking with a representative.

We differentiate by establishing a market presence that aligns with the core challenges our customers face, and by serving them in the ways they expect from a solution provider. We develop compelling and engaging programs that help customers self-educate and discover answers to their challenges. They dive deeply into the Sonetics brand and our products, which results in highly qualified demand that we share with our partners.





# TOOLS FOR WINNING THE OPPORTUNITY

As a Sonetics partner, we provide you with tools to help grow demand through your business. We help you get set up for success quickly using the latest sales and marketing technologies, and we provide ongoing, one-to-one training with your sales teams to create expert solution providers. As a Sonetics solution expert, here's what's in it for you:

## OPPORTUNITY

Work with large organizations and key business technologists as an expert solution provider.

## COMPETITIVE UNIQUENESS

Differentiate from your competitors in a crowded markets.

## PRODUCT LEADERSHIP

Carry the market's best full-duplex communication solution; one that's aligned with and responding to customer demands.

## INNOVATION PARTNERSHIP

Share your ideas to help fuel an unrivaled history of innovation, expertise, and customer solutions.

## ONE-ON-ONE ACCESS

Sonetics' regional sales managers respond to your needs, help you strengthen your business, and maximize your profitability.

## EXPERT KNOWLEDGE

Continuous training ensures your sales leaders are fully equipped to achieve success in your markets.

## DEDICATED RESOURCES

Access your own community portal with dedicated marketing and sales resources to help grow your success.

## TECHNICAL SUPPORT

Expert technical assistance from Sonetics customer service representatives and community resources.

## MARGIN AND PROFIT INCENTIVES

As your sales success increases, we provide incentives that increase your revenue growth and profitability.



# READY TO GET STARTED?

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## HERE'S WHAT WE'RE LOOKING FOR

Of course you have strong market knowledge, successful business experience and financial capacity. But more than that, Sonetics dealer partners have a clear vision, demonstrated leadership ability and the management skills to make things happen. You're focused on the success of your business and excited to share your plan with us.

### YOU'VE GOT THE RIGHT MINDSET.

- Superior Customer Service...there is nothing more important
- Communications business knowledge and access to market experts
- Demonstrated goals of continuous training and improvement
- Financial resources to scale and grow
- You're a passionate and self-motivated problem solver

If these sound like you, then let's have a conversation.

### YOU'RE READY TO BECOME THE EXPERT AND MAINTAIN YOUR EXPERTISE.

Our customers expect our dealers to be experts on the Sonetics solutions they recommend. To that end, it's essential that you complete all sales and technical training before the first unit hits your doorstep.

You must meet the following requirements:

- Must staff, educate and motivate employees to meet and exceed customers' expectations of service and support.

- Meet or exceed required staffing levels (at least one must be a dedicated to the Sonetics product lines you sell)
- Mandatory use of the Sonetics Partner Community and sharing of end-customer information;
- Must purchase and use all mandatory Sonetics tools in order to service and maintain the product lines you sell;
- Must invest in demo systems for sales staff to conduct expert demonstrations for potential customers;

### YOU'RE ALWAYS FOCUSED ON SUCCESS.

The success of this partnership depends greatly on the direct focus and attention of both parties. Advertising and promoting your market-facing activities and striving to continuously improve your operations is imperative to success. We take a vested interest in helping you achieve that.

## READY TO BEGIN? APPLY ONLINE

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[SONETICSCORP.COM/DEALER](https://soneticscorp.com/dealer)

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