



Dealer Partner Programme

Dahua UK 2020



Introduction

Our **Dealer Partner Programme (DPP)** has been developed to support our most important dealers and to assist in their own support network in order to help growth for both parties.

The fundamental principal of the programme is to be a mutually beneficial partnership, designed to grow our businesses together. One of the many benefits of the DPP Programme is our support framework, specifically set up to assist your company every step of the way. With experienced technical and sales support, our team will be made available to your business to help you achieve your objectives and targets. By becoming a partner, our aim is to become an extension of your team.

Partner requirements

1. **UK-registered business.**
2. **Quarterly minimum purchase threshold of £25,000.**
3. **Trade only with technical support and warehouse facilities.**
4. **Must NOT display any Dahua pricing information publicly on any e-commerce platform.**



Partner benefits



REBATE ON QUARTERLY SALES

Based on an agreed financial target, Dahua will support your company with a quarterly rebate. This will be based on regular meetings and purchasing data being shared.



MARKETING MATERIAL SUPPORT

DPP partners will receive marketing material free of charge. This list of the materials available will be updated quarterly and presented by a Dahua UK Account Manager.



QUARTERLY TECHNICAL/SALES TRAINING

Every three months Dahua will arrange bespoke technical/sales training for your company staff. Please contact your Dahua UK Account Manager for training course content.



STAFF ASSISTANCE FOR MARKETING ACTIVITIES

Dahua will support DPP partners by arranging open days and other marketing activities requested by its partners.



SUB-DISTRIBUTOR PRICE

As a partner you will receive an advantage with a sub-distributor discount of 25% on all Dahua branded equipment purchased.



DEMONSTRATION STOCK DISCOUNT

Purchased through your normal distribution route, your company will receive a 30% discount on any Dahua branded demonstration stock. Please speak with your Dahua UK Account Manager for further information.



DEMONSTRATION ROOM SUPPORT

Dahua can offer DPP partners store materials if they would like to build or upgrade their demo room facility with Dahua products. Please contact your Dahua UK Account Manager for the store materials list.



APPROVED RESELLER

Fully accredited and approved partners will be able to use the official UK DPP logo and certificate for their own marketing purposes, including brochures, email signatures and websites, etc.

Partner benefits

DPP Criteria	Tier 1	Tier 2	Tier 3
Quarterly target	25k - 50k	50k - 100k	>100k
<i>Trial period for new customers is 3 months & qualifying spending threshold is £15k in the first 3 months.</i>			
Sub-distributor price			
Price	25% off full trade	25% off full trade	25% off full trade
Demo			
Demo discount	30% of purchase price	30% of purchase price	30% of purchase price
New product trial	✓	✓	✓
Promotion			
Quarterly sales promotion	✓	✓	✓
Training			
Dahua training	✓	✓	✓
Dahua monthly newsletter	✓	✓	✓
Marketing Support			
Marketing pack	✓	✓	✓
Approved reseller logo/certificate	✓	✓	✓
Staff assistance for marketing activities	✓	✓	✓
Demo room upgrade	✓	✓	✓
Sales			
Dahua rebate (Excl. HDD)	2%	4%	6%
KIP Supplier	Case-by-case	Case-by-case	✓

Official UK
Distribution
Partners:



DAHUA UK & IRELAND

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