

## Power Partner Program Guide



Connection through **POWER**





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# YOUR POWER{FUL} SOLUTIONS PARTNER

**Minuteman Power Technologies is excited that you are interested in joining the Minuteman Power Partner Program. The purpose of the program is to help build strong relationships between our company and reseller partners.**

**As a company that has always been channel-centric, we continue to rely on partners, like yourself, to increase our business and presence in the market. The Power Partner Program is designed to make Minuteman Power your go-to partner when offering UPS solutions, Power Distribution Units (PDUs), and other power management accessories.**

**This guide will provide further details on the advantages of joining our program and our commitment to ensuring your success.**



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# HOW MINUTEMAN POWER TECHNOLOGIES BECOMES YOUR GO-TO PARTNER:

## TOP CLASS SUPPORT

Our team is fully dedicated in providing world-class service and support needed to win power business, such as: joint customer calls, back-up power solution assistance, risk-free demo program, and project planning guidance.

## EDUCATION AND TRAINING

We create training modules and product education modules that can be completed at your own pace. In addition to on-demand training modules, Minuteman Power offers customized training webinars to help increase your product knowledge.

## PARTNER PRICING AND DISCOUNTS

Our strong partnerships with our distributor partners allow Minuteman Power to create a competitive pricing structure in the market, giving you an edge to close and win deals. In addition, we offer a 3% discount on Government, Education and Medical (GEM) opportunities, no minimum required; 10-15% discounts on projects registered, starting at \$5,000, using our deal registration program, and an opportunity to stack additional discounts, including GEM, to meet and beat competitive opportunities.

## LEADS NETWORK

We will work together and share access to opportunities in your geographic region. Sales growth and day-to-day business success depends on your sales! Sharing new opportunities with you will be key to growing your business.

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# OVERVIEW AND PROGRAM STRUCTURE

## The Value You Need for Your Business

For over forty years, Minuteman Power has only had one philosophy – support and sell through channels. This partner program is designed to provide you with the support you need to sell our products and grow your business.

Understanding that each partner has different levels of needs, we have designed three tiers that allows you to participate and progress at your pace. Power Partner ADVANCE and Power Partner PLATINUM levels get access to additional benefits, which include our express return merchandise authorization, field sales calls, strategic business planning, and marketing development funds.

### Three Power Partner Program Levels:

#### POWER PARTNER PROGRAM

##### \* Power Partner \*

Offered to all resellers who sell low volume or are looking to sell Minuteman Power products.

#### POWER PARTNER PROGRAM

##### \*\* Power Partner ADVANCE \*\*

Offered to resellers who meet minimum sales volume goals of \$45,000.

#### POWER PARTNER PROGRAM

##### \*\*\* Power Partner PLATINUM \*\*\*

Offered to resellers who meet minimum sales volume goals of \$75,000.

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PARTICIPATION LEVEL BENEFITS	Power PARTNER	Power Partner ADVANCE	Power Partner PLATINUM
Yearly (12 months from start) Minimum Sales Commitment	N/A	\$45,000	\$75,000
Deal registration Discount Program (min. \$7,500/gross)	•	•	•
Deal Registration Discount Provided	10%	12%	15%
Free Freight Included starting at \$7,500	Yes	Yes	Yes
Volume Discount Provided (day-to-day sales)	1%	3%	5%
Partner Portal	•	•	•
Demo Program	•	•	•
Minuteman PowerNews, PowerBlog & e-blasts	•	•	•
Dedicated Inside Sales Support - Phone or Video Calls		•	•
Certified Power Partner Champion Program		•	•
Minuteman Online Sales, Product & Technical Training		•	•
Express Return Merchandise Authorizations (RMA)		•	•
Onsite Sales, Product & Technical Training		•	•
Field partner sales calls			•
Marketing Development Funds (MDF)			•
Strategic Business Planning			•
Lead Generation			•
Website Partner Listing			•
Exclusive Promos			•
Customized Marketing Campaigns			•
Co-Branded Marketing Programs			•



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# MINUTEMAN POWER **EDGE**

## **ENGINEERING**

With over forty years of developing high quality products, dual quality control process (factory and in-house), and continued innovation towards product efficiencies, we can ensure that customers will receive high quality products.

## **PRODUCT**

From pioneering the UPS sizing tool, [www.sizemyups.com](http://www.sizemyups.com), to providing the first extended runtime battery modules, we consistently work towards offering the best features to meet any customer demand. We offer an industry leading 3-5-year warranties for parts, labor, and batteries.

## **SUPPORT**

Finding the right UPS, PDU, or network management solution should not be a hassle. Our dedicated support and sales team are available to help you find the right solution, so there is no need to worry about taking care of your customer.

## **PRICING**

Minuteman Power has created a competitive pricing structure that offers an average of 7%-15% below the competitive marketplace. Minuteman Power also offers discount programs that provide you with additional discounts and an opportunity for deeper bid discounts to meet or beat competitive pricing.







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## RESOURCES

### PARTNER SUPPORT

Every registered Power Partner Program participant will have access to an inside sales team member. We understand that at the core, building a strong relationship with you and your customer allows us to provide the most accurate and helpful support – **EVERY, SINGLE, TIME.**

### RESPONSIVE SERVICE

Getting information quickly is key to maintaining your customer happy. Our goal is to be the best responsive power vendor in the business. This includes day-to-day sales support, power solution assistance, and project planning.

### CUSTOMIZED PORTAL

We offer a customized portal, designed to meet your everyday needs. Whether that means quick access to marketing resources, deal registration program, demo program, training resources, and more, we will make sure **YOUR** portal makes sense for you and your needs.

### TRAINING

We provide online, onsite, and on-demand training for you and your customer. We aim to prepare you with the right knowledge and confidence to sell our power products.





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## CONTACT INFORMATION

### **POWER PARTNER PROGRAM**

800.238.7272

[mktg@minutemanups.com](mailto:mktg@minutemanups.com)

### **PRE-SALES CHANNEL SUPPORT**

972.446.7363

[sales@minutemanups.com](mailto:sales@minutemanups.com)

### **POST-SALES TECHNICAL SUPPORT**

469.521.8844

[support@minutemanups.com](mailto:support@minutemanups.com)

### **POWER PARTNER ENROLLMENT FORM**

[Power Partner Program Sign up](#)