

EvolisRed Program

Combined expertise made easy!



evolis

The Evolis Red program

Easy to do business together

2022

EvolisRed
Program

Objective

Support our most value-added partners to drive growth and ensure the end user the highest level of service from an accredited partner



Advantages:



Recognition



Leads & Priority



Training



Sales & Marketing

Benefits:



Business opportunities
Capture Attention



Differentiation
Reinforce your customer's confidence



Competitiveness
Enhance your skills and know-how



Extra Resources
Save time & money and get into action



Your advantages at a glance



Recognition

Evolis Certified Partner Status	•	•	•
Engagement Bonus	•	•	•
Privilege Access to Evolis Management Team			•

Leads & Priority

Priority Promotion	•	•	•
Evolis Social Media Support		•	•
Priority Leads		•	•
Priority Communication			•

Training

Certified Sales Training <i>NEW</i>	•	•	•
Certified Technical Training		•	•



Sales & Marketing



Discounted Demo Printers	•	•	•
Dedicated Promotions		•	•
Marketing Financial Support			•
Co-Branded Marketing Assets	•	•	•
Marketing ToolBox	•	•	•
Campaign in a Box		•	•
Event Pack <i>NEW</i>		•	•



Recognition



Evolis Certified Partner Status	•	•	•
Engagement Bonus	•	•	•
Privilege Access to Evolis Management Team			•

Evolis Certified Partner Status

Official RED logo

+

Accredited partner logo & **number** published on Evolis website.

Privilege Access to Evolis Management Team

Direct & regular communication with Evolis team and also the opportunity to discuss strategies and tactics.

Engagement Bonus

Yearly Bonus Program

- **End User Testimonial:** share a success, Evolis validates and writes the story
- **Project Award:** register & close your opportunity (min. 10 printers)
- **Sales & Marketing Plan:** min. 3 scheduled & validated actions

3 bonus levels according to the number of engagement completed:

1

\$ 200
Cash back

2

\$ 450 or
1 Demo Unit FOC
(Zenius Classic)

3

\$ 750 or
1 Demo Unit FOC
(Primacy Simplex)

Contact your Evolis Representative to receive the conditions.



Leads & Priority



Priority Promotion	•	•	•
Evolis Social Media Support		•	•
Priority Leads		•	•
Priority Communication			•

Priority Promotion

All Red resellers will be the first to receive information about forthcoming promotions.

Priority Leads

Benefit from leads generated by Evolis' global and regional marketing campaigns. Leads priority is given to Evolis Gold and Platinum Partners.

Evolis Social Media Support

Special highlights of Gold and Platinum resellers on social media.

Leverage support from the Evolis Social Media team's global reach.

Priority Communication

Platinum Partners will be the first to receive information about product launches.



Training



Certified Sales Training **NEW**

Certified Technical Training



Certified Sales Training

A dedicated sales force training journey

Objective: share essential Evolis information in few modules to guarantee partners skills acquisition and certification.

Our ambition is to:

- Share expertise on products range and services
- Share arguments on how to best promote them
- Share good practices on how to generate more revenue

EvolisRed
Program

CERTIFIED SALES TRAINING

2022/2024

Certified Technical Training

On-site and online training program to assist technicians in acquiring or improving their knowledge & proficiency.

Objective: upscale technical pre- and post-sales services through printer and software training.

Partners who follow this training receive a logo and certification, valid for 2 years.

EvolisRed
Program

CERTIFIED TECHNICAL RESELLER

2022/2024



Sales & Marketing



Discounted Demo Printers	•	•	•
Dedicated Promotions		•	•
Marketing Financial Support			•

Discounted Demo Printers

Demo Pack

Take advantage of our discounted price on demo printers and signature pads to showcase solutions at events, offer demonstrations and allow customers to test software:

- 10% discount (*with promo code: REDP*)
- Zenius, Primacy 2, Avansia, Quantum, CLM for Primacy, CLM for Avansia & Sig pad
- A unit of each model per year!

Dedicated Promotions

Exclusive promotions

Enjoy additional Evolis-led promotions and dealer incentives that are reserved only for Gold and Platinum Partners.

Marketing Financial Support

Based on agreed Marketing actions, exclusive funding to support marketing campaigns and events will be available to Platinum resellers.



Sales & Marketing 1/2



Tools,
tools &
tools



	SILVER RESELLER 2022	GOLD RESELLER 2022	PLATINUM RESELLER 2022
Co-Branded Marketing Assets	•	•	•
Marketing ToolBox	•	•	•
Campaign in a Box		•	•
Event Pack NEW		•	•

Marketing ToolBox

Take advantage of our ready-to-used tools to communicate on different channels:

- **Ready-to-send email:** template on a vertical market or product focus (can be customized by you), including a call-to-action button (to generate leads)
- **Ready-to-post visuals:** digital media kit for social media, website banner, whatsapp... focusing on a vertical market or product

Available on the RED section of the Evolis partner website.

Co-Branded Marketing Assets

Gain access to customization tools

Integrate your logo and contact information on preexisting Evolis documentation.

Contact your Evolis Representative for more information.



Sales & Marketing 2/2



Tools,
tools &
tools



Co-Branded Marketing Assets	•	•	•
Marketing ToolBox	•	•	•
Campaign in a Box		•	•
Event Pack NEW		•	•

Campaign in a Box

Get your 2-month customized Marketing Campaign for the vertical market of your choice to nurture your prospects!

- 3 personalized emails (recommended to be sent every three weeks)
- 3 visuals for social medias (facebook, LinkedIn, Whatsapp...)

Conditions:

- To be part of a prospection plan (agreement with sales rep.)
- To have the segmented prospects / own a database
- To have a digital platform (e.g. MailChimp) enabling to
- track emails and measure the campaign results

Contact your Evolis Representative to put in place this action.

Event Pack

Have everything ready for your event!

Download everything you need for organizing your event as easy as a click:

- Stand visual guidelines
- Marketing tools and card designs
- Communication templates
- Leads form
- Evolis tips



Criteria



	5	15	50
Minimum Evolis Printer Sales Per Year			
Communication Policy Agreement Agree to comply with the Evolis Communication Policy on the use of brand names, trademarks and domain names	•	•	•
Own a Zenius or Primacy Demo Printer Must purchase a discounted demo printer per year		•	•
Evolis Dedicated Webpage High visibility of Evolis' core products on dedicated webpage on partner website, approved by an Evolis Account Manager		•	•
Service Helpdesk Must be able to answer basic troubleshooting questions; offer a hotline or a contact person dedicated to technical questions		•	•
Business and Marketing Plan An Evolis single page plan must be developed and implemented to include responsibilities and committed resources from both parties			•
Assigned Evolis Specialist An Evolis commercial specialist must be assigned who is fully trained and works with their Evolis Account Manager to promote the Evolis brand both internally and externally			•
Evolis Preference via High Visibility of the Evolis Brand Must promote Evolis products through website, marketing campaigns and tradeshows			•
Must Maintain Evolis certified Technical and Support Skills Must attend predetermined Evolis prepared webinars as agreed by an Evolis Account Manager			•
Service Offer Including technical services agreement			•



Registration Process

- 1 Complete the form on <https://us.evolis.com/evolis-red-program/red-program-registration>
- 2 Evolis to check your request vs criteria
- 3 Sign & return the Evolis charter of commitments
- 4 Receive your Evolis logo & official reseller certificate
- 5 Check your status on <https://us.evolis.com/evolis-red-program/reseller-status>

Further Information

If you have any questions or require further information, please contact: evolisnortham@evolis.com or call 401-751-5483 to speak to us directly

