



RadioRA® 2

2014 Preferred Systems Provider Program



The 2014 Preferred Systems Provider (PSP) Program

Lutron Electronics is proud to present The 2014 PSP Program. Our 2014 program provides the business program framework to help maximize sales while enhancing the PSP's brand. The PSP Program is designed to differentiate the advanced, dedicated RadioRA® 2 dealers and contractors with the necessary exposure on Lutron's website, the most advanced training programs and accreditations, an extended warranty on registered RadioRA 2 systems, and an innovative marketing program to help grow the business. The PSP program includes an aggressive market development funds (MDF) program, which is coupled to sales performance levels.



Section 1 - PSP Application Requirements

Training Requirements:

- RadioRA® 2 L1 Basic Lighting and Sales Training (BLAST)
- Sivoia® QS Triathlon® Training
- RadioRA® 2 L2 Training*
- L3 course and L3 Design Credential*

*PSP applicant may complete the L2 and L3 training courses, before or after program admittance.
Deadline: 1-year after program admittance.

Application Requirements:

- Complete PSP program application, including L2 training date and L3 training date. Applicant may list completed L2 and L3 training dates or be registered for an upcoming L2 class with plans to attend an L3 course within 1 year after program admittance.
- Complete PSP sales demo order (submitted with application)

PSP Sales Demo Order:

- In order to properly equip a PSP account for sales success, the PSP Program requires new entrants to complete a sales demo order – designed to help maximize the PSP account's effectiveness on sales calls and in various meetings. Order must accompany the PSP Program application.
- Sales demo order is \$900 (PSP cost) plus sales tax and will be processed as a direct credit card sale (PSP-OPEN-ORD). Sales demo consists of:
 1. RadioRA 2 residential sample case (RA2-SAMPLE-BAG)
 2. 6-gang demo (6GANG-DEMO)
 3. Satin Colors® keychain (SC-CK-1)
 4. Designer gloss keychain (DG-CK-1)
 5. Qty 8 – Pleasance brochure (367-2324)
 6. Qty 8 – RadioRA 2 consumer brochure (367-1663)
 7. *Reminder to download Pleasance app and Lutron Fabric Collections app*

(Contact your local Lutron sales representative for more information regarding the application process)



Section 2 – Primary Requirements of an Authorized PSP*

1. Authorized PSP Sales Requirement:

- Purchase a minimum of \$20,000 (List Price) of Lutron products annually, including \$5,000 of window treatment products

2. Meet with local Lutron sales representative regularly and complete annual Market Development Planner

3. Represent Lutron with high quality system installations and customer service

*See the PSP application for a full list of requirements

Section 3 – Window Treatment Products and the PSP Program

Sivoia® QS Triathlon® training is a requirement of all PSP Program members.

For Lutron's full Sivoia® QS Wireless product line, the PSP account will choose one of the following two options:

Option 1 - Complete the Sivoia QS Wireless Residential Shade Qualification Course

- NOTE: PSP Program Membership is required for any Lutron accounts purchasing through the A/V distribution, electrical distribution, or security distribution channels to take on the full Residential Shade Accreditation with Lutron. HomeWorks® QS accounts are excluded from this rule.

Option 2 - Work with your Lutron sales representative to create a local market relationship with a shade qualified account, enabling shading system sales on every project

Section 4 – Standard PSP Program Benefits, Applicable to all PSP Accounts

1. Listing on the “Where to Buy” section of the Lutron website. L3 Accredited PSP accounts will receive a differentiated web listing and opportunity to participate in an upcoming leads program

2. The L3 Quality Standard

- Due to the extensive design, project management and customer care training required of an L3 accredited provider, Lutron’s technical support, customer service and sales departments view accounts that hold the L3 Design Credential as “highly qualified” for RadioRA 2 in-field customer support.



3. PSP provider may offer their customer a 2-year Warranty Extension, from 1 to 3 years. End user customer must fill out Warranty Extension form (coming soon)

4. Access to FOI/Showroom demo program to support market expansion efforts

- For more information, contact your local Lutron sales representative.

5. Direct Lutron customer support relationship

- PSP accounts will have a Lutron field sales rep assigned to help develop their Lutron business locally and on an ongoing basis.
- PSP accounts will have access to a Lutron customer service email address **pspcustomerservice@lutron.com** as well as to customer service representatives at Lutron who understand the PSP program.
- Lutron customer service is available for literature orders, fabric sample orders, product part number questions, product color and configuration questions, and engraving questions.

Section 4 – Standard PSP Program Benefits, Applicable to all PSP Accounts (cont.)

7. Advanced Tech Support “Special Access”

- As an L3 accredited PSP account, the first 4 hours of Advanced RadioRA 2 Tech Support charges are waived. (L1 – 1 hour, L2- 1 hour, L3- 2 additional hours).
- PSP accounts have access to Lutron’s “System Support” tech support email address – **systemsupport@lutron.com**.

8. PSP accounts are eligible to enroll in Lutron’s full Residential Shade Qualification course

9. Enhanced Marketing and Branding Programs

- Access to Renew and Netsertive marketing partners. Renew and Netsertive combine an exclusive suite of Lutron provided marketing collateral and the expertise to help reach PSP customers. Renew has created specific marketing packages, designed to help maximize PSP business.
- Access to PSP logo as well as the L3 Design Credential logo*. PSP account is free to utilize both logos, to further differentiate their brand in the field.

*The L3 Logo is only available to L3 Accredited PSP accounts.

10. Other Minor Benefits

- Lutron will proactively send the PSP accounts sales tools via mailings and/or regularly scheduled e-blasts.
- PSP accounts will have access to a personalized “My Lutron” account.



Section 5 – PSP Program Sales Performance Levels

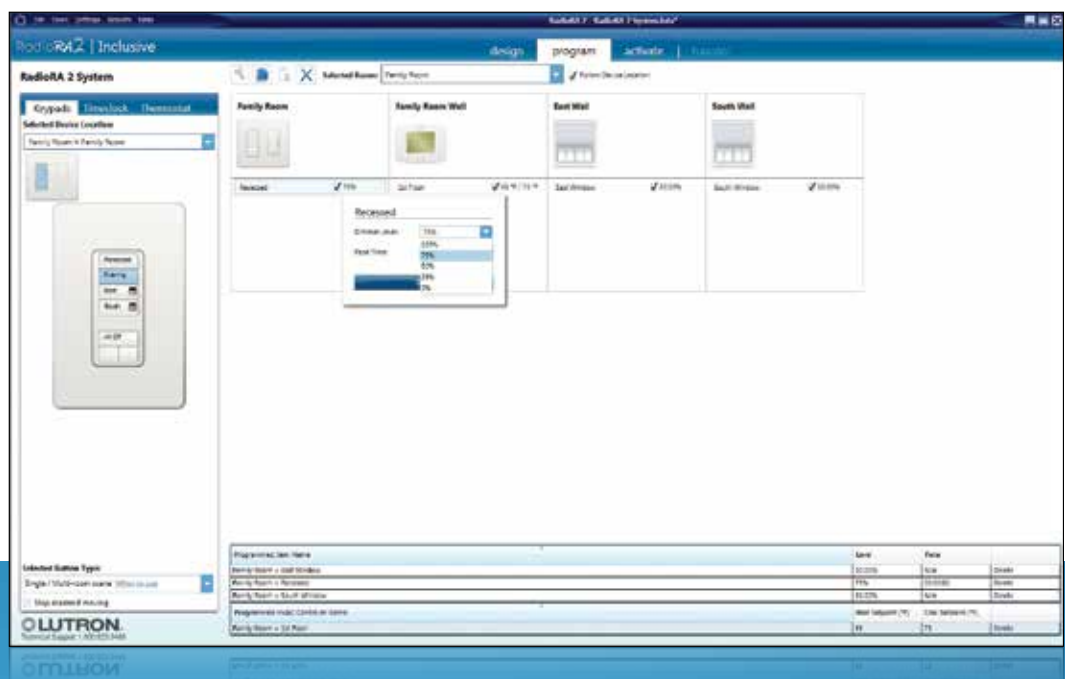
Sales reporting is derived from one of two sales reporting program options chosen by the PSP Account.

Option 1 - Premium Sales Reporting / PSP Self-reporting

- Sales reporting is processed based solely on uploaded invoice copies.
- Submission information coming soon.

Option 2 - Standard Sales Reporting/Distributor POS

- PSP Sales figures are automatically extracted from participating distributor POS sales reports.
- PSP accounts who are unable to participate in Premium Reporting will receive sales credit, strictly from available distributor POS. PSPs are urged to participate in Premium Sales Reporting in order to ensure that they are receiving sales credit for all of their Lutron business.



Performance Levels:

Sales figures are based on the previous calendar year. In order to receive product sampling and demos, a Market Development Planner must be submitted by March 31, 2014.

Sapphire PSP – \$25,000 in Accumulative Annual Lutron Purchases at List Price

- .5% Market Development Fund (MDF)
- \$300 List Price Product Sampling & Demo Program
- Sapphire Level Renew Marketing Package (redeemable via MDF or payment)
- Sapphire recognition certificate

Ruby PSP – \$50,000 in Accumulative Annual Lutron Purchases at List Price

- 1% Market Development Fund (MDF)
- \$500 List Price Product Sampling & Demo Program
- Ruby Level Renew Marketing Package (redeemable via MDF or payment)
- Eligible to participate in RadioRA® 2 and Shading project categories, for Lutron Excellence Awards, presented at CEDIA
- Ruby recognition certificate

Emerald PSP – \$75,000 in Accumulative Annual Lutron Purchases at List Price

- 2% Market Development Fund (MDF)
- \$1,000 List Price Product Sampling & Demo Program
- Emerald Level Renew Marketing Package (redeemable via MDF or payment)
- Eligible to participate in RadioRA 2 and Shading project categories, for Lutron Excellence Awards, presented at CEDIA
- Emerald recognition plaque

www.lutron.com



World Headquarters 1.610.282.3800 | 24/7 Technical Support 1.800.523.9466 | Customer Service 1.888.LUTRON1 (1.888.588.7661)

© 12/2013 Lutron Electronics Co., Inc. | P/N 367-2471 REV A

