

# PRM PARTNER RELATIONSHIP MANAGEMENT PROGRAM





## THE BOSE PROFESSIONAL PRIORITY

When people in the pro audio industry began coming to Bose with different, more complex problems — complicated acoustic challenges; the need for more and different connectivity; sophisticated signal processing concerns — we didn't create a new product. We created an entire new division dedicated to solving pro audio problems: Bose Professional.

That was more than 40 years ago.

In the pro audio industry, collaboration brings a huge advantage — because our customers are experts. System designers, integrators, installers, sound engineers, musicians. They know sound. And they continually help us make better products.

## **PROGRAM OBJECTIVE**

Bose Professional is committed to collaborating with you to enrich and grow your business. As our partner, your success is our success. We are dedicated to providing you with product training and certification, design and technical service, sales and marketing tools, and targeted incentives. All developed to support your business, giving you the opportunity to excel in a competitive market.

Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work. - VINCE LOMBARDI



## OPERATIONS





### **Reseller partner portal**

Online registration for immediate access to product details, solutions and training materials.

## Project registration discount

Opportunity for project discounts, up to 5% when leading with Bose, and specifying Bose Pro product solutions. Offers you a clear margin advantage.

## Volume incentive rebate (VIR)\*

Earn rebates when you meet/exceed defined annual sales goals.

## Demonstration gear\*

Discounted pricing for demonstration products supports your presales efforts, and may accelerate closing the sale. You may also acquire demonstration gear to feature in your office spaces.

## Qualified leads

Bose Business Development team accesses prospecting tools and prequalifies leads from a range of sources; PRO.BOSE.COM, external databases, and events, before sharing opportunities with you.

### Bose pre/post sales design support

Easy access to Business Music Systems Designer (BMSD) tool, Modeler designer software, Tech Data Sheets, CAD files and Architect's & Engineering Specifications. Personal support when needed from talented Bose Design Center team.







## SALES & TECHNICAL SUPPORT



Multiple training methods to meet your needs and style On Demand, Instructor Led and Webinars. Many offer training certification and/or AVIXA renewal credits.

## MARKETING ASSETS & TOOLS

## SOUND & COMMUNICATIONS





#### Gateway Center Arena Opens New Doors

8:00 am 🔥 568 ÷ # New Atlanta-area minor-league arena reflects how smaller sports venues are meeting larger expectatio with sound and video.





Installation case stories and press coverage throughout the year Distributed to industry press, posted on social media platforms and PRO.BOSE.COM. Files available for reseller distribution. No charge to reseller.





### **Co-branded marketing assets**

Offer open files for co-branding and custom Call-to-Action.





## Annual Summit and Advocate recognition

Plaques personally presented, celebrated and displayed.

## Investment in annual co-marketing plan\*

Collaborate with partners to implement plan that builds awareness and demand through digital presence, social media, training and customer-focused events (i.e., open house, sales meetings).



## **RELATIONSHIP FOCUS & RECOGNITION**

Access to Bose Accommodation Program Purchase CE products at significant discount, easy-to-use online portal. (Annual limit \$7,500)





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## CONTACT US

https://pro.bose.com/en\_us/contact\_pro/global\_sales\_offices.html