



CENTURION 2.0

A Comprehensive Rewards Program
for Select Advance Distributor
Branch Locations

Centurion Mobilizes for Action...introducing Version 2.0!

CENTURION

2.0

"The ways of the Centurion are the paths to victory..."

Aptly named, Centurion is Advance's version of the elite fighting legions within the ancient Roman army. Centurions were the most trained, most capable, and most victorious fighting units of their day. In return, Rome bestowed on their Centurions special privileges and rewards.

Like all victorious armies, they must be nurtured and fine-tuned to stay miles ahead of their adversaries... the reason for Version 2.0—the new CENTURION! Refined, revamped, and reinvigorated, Version 2.0 is designed to meet the demands of today while positioning it for the future.

Recognizing key Advance distributors at the branch level in key markets, CENTURION offers two levels of participation: CENTURION and CENTURION Elite. Follow along as we present the new CENTURION Version 2.0...

Enhancing Value—Retaining Exclusivity

Advance brought together an experienced steering committee of Centurions to provide insight and guidance for the new Version 2.0 program.

Committee members included:

Jim Besikof, COO
B & K Electric Wholesale

Lewis Casey, Executive VP
Treadway Electric

David Coleman, Regional VP
Maddux Supply

Jim Dichito, Executive VP Sales
Becker Electric

Jerry Doyle, Regional Manager
Rexel-Summers

Brian LaLonde, President
Stokes Electric

Basic Qualifications

The Centurion is a select distributor initiative. Only key branch partners meeting stringent criteria are eligible for Centurion status, rewards and benefits.

Basic Requirements

Centurion Distributors will meet the criteria presented in Advance's *Distributor Handbook* for being an Advance full-line stocking distributor.

Ballast Purchases

Centurion Distributors will meet the prescribed dollar level of ballast purchases annually.

Advance Loyalty

Centurion Distributors will meet the required percentage of Advance-branded ballast purchases.

Joint Marketing Action Plan

Centurion Distributors will complete and implement a *Joint Marketing Action Plan* each year with an Advance representative.

***Centurion credits
are issued
directly to the
participating
branch—
not corporate!***



CENTURION – Version 2.0
A partnership program for the 21st Century!



"March as one unto victory!"

Program Rewards and Benefits

Incremental Growth Incentive

Centurion distributors are rewarded for Advance ballast purchases over the prior year, based upon their level of participation.

Free Freight

The Centurion distributors receive freight pre-paid on shipments into stock, regardless of weight.

No Minimum Order

Minimum order requirements are waived for Centurion into-stock orders.

Special Stock Return Privileges

Centurions are allowed to return overstocked and slow-moving inventories free of rehandling charges twice yearly.

Satellite Branch Participation

In qualifying situations, satellite locations serviced by the Centurion branch may be included in the program for limited benefits.

Advertising/Promotional Funding

Centurions will receive generous ad/promo funding for select co-marketing activities.

Sales Lead Referrals

All sales leads generated by Advance's advertising, public relations and other marketing efforts are referred exclusively to the nearest Centurion distributor as determined by zip code.

Preferred Quotation Services

All unsolicited requests for quotations are referred exclusively to the nearest Centurion distributor on the basis of zip code.

Tuition Discount

Centurion distributors attending any professional training conducted by or endorsed by Advance will receive a tuition discount.

Collateral Materials

Advance can assist in the design and execution of collateral materials promoting the sale of Advance products. Any direct expenses incurred by Advance will be applied to the Centurion's ad/promo funding at cost.

Centurion rewards and benefits are earned over and above existing corporate programs regardless of affiliation!

Visit our website @ www.advancetransformer.com/centurion to learn more.



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