

Tulpi-design

name	Reseller	Dealer I	Dealer II	Dealer III	Licensed Dealer I	Licensed Dealer II
activity	<ul style="list-style-type: none"> • Pro-active leads and account management • Assigns warm accounts over to Tulpi-design 	<ul style="list-style-type: none"> • Pro-active leads and account management • Direct sales through own collection of goods/store • Aftersales care 	<ul style="list-style-type: none"> • Pro-active leads and account management • Direct sales in own territory • Aftersales care 	<ul style="list-style-type: none"> • Pro-active leads and account management • Direct sales in own territory • Aftersales care 	<ul style="list-style-type: none"> • Pro-active leads and account management • Direct sales in own territory • Aftersales care • Part of the production of the Tulpi-seat and assembly e.g the stainless steel parts open for other production lines, e.g local producer 	<ul style="list-style-type: none"> • Pro-active leads and account management • Direct sales in own territory • Aftersales care • Part of the production of the Tulpi-seat and assembly e.g the stainless steel parts open for other production lines, e.g local producer
privileges	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support 	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support • Dealer purchase - price 	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support • Dealer purchase – price • Own territory / market segment • Sales activities Tulpi BV restricted in appointed areas • All account details in Euros 	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support • Dealer purchase – price • Own territory / market segment • No sales activities Tulpi BV in appointed areas 	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support • Dealer purchase – price • Own territory / market segment • No sales activities Tulpi BV in appointed areas 	<ul style="list-style-type: none"> • Receives company and product updates • Receives promotional/marketing support • Dealer purchase – price • Own territory / market segment • No sales activities Tulpi BV in appointed areas
conditions	<ul style="list-style-type: none"> • Accounts and closed deals handed over in written form e.g. e-mail exchange with clients approval on the deal (details included, number of products). • Offer-process through reseller • All account details in Euros 	<ul style="list-style-type: none"> • Sales through own channels • Minimum of 5 Tulpi-seats per order • Own marketing and promotion line • VAT number • All account details in Euros 	<ul style="list-style-type: none"> • Sales through own channels • Minimum of 10 Tulpi-seats per order • Minimum of 50 Tulpi-seats sold in total of 2 years • Own marketing and promotion line • VAT number • All account details in Euros 	<ul style="list-style-type: none"> • Sales through own channels • Minimum of 20 Tulpi-seats per order • Minimum of 100 Tulpi-seats sold in total of 2 years • Own marketing and promotion line • VAT number • All account details in Euros 	<ul style="list-style-type: none"> • Purchase of License • Own marketing and promo lines • Responsible for quality control • VAT number • All account details in Euros 	<ul style="list-style-type: none"> • Purchase of License • Own marketing and promo lines • Responsible for quality control
duration	<ul style="list-style-type: none"> • Pro-active period 	<ul style="list-style-type: none"> • 2 years 	<ul style="list-style-type: none"> • 2 years 	<ul style="list-style-type: none"> • 2 years 	<ul style="list-style-type: none"> • 5 years 	<ul style="list-style-type: none"> • 5 years
commission	<ul style="list-style-type: none"> • 8% over the total of the invoice 	<ul style="list-style-type: none"> • Margin purchase – sales 	<ul style="list-style-type: none"> • Margin purchase – sales 	<ul style="list-style-type: none"> • Margin purchase – sales 	<ul style="list-style-type: none"> • Margin purchase – sales • Margin own production line 	<ul style="list-style-type: none"> • Margin own production line