



3771 Monarch Street ▪ P.O. Box 579 ▪ Frederick, CO 80530 USA ▪ 303/833-6644 ▪ Toll Free 800/666-1611 ▪ FAX 303/833-6650

## Intec Referral Program - 7.5/5

### OBJECTIVES:

1. Increase Referring Partner's customer – ex: contractor -- loyalty.
2. Provide Referring Partner with a profit stream -- in terms of a referral \$ --with no associated costs.
3. Increase Intec system awareness & sales in the marketplace.

### PROGRAM OVERVIEW:

1. Intec's referral program provides Referring Partner the opportunity to offer Intec blowing systems to their target customers at a 5% discount v. Intec MSRP (note: Intec has put various actions in place to support list -- i.e. MSRP -- pricing of our equipment in the marketplace. Our systems typically sell at list, slightly above, and at times slightly below with a discount of up to 5%). The 5% provides a competitive price to Referring Partner's customers, thus building increased loyalty to Referring Partner due to this -- and future -- purchases of Intec systems.
2. Referring Partner receives a 7.5% referral fee for each system sold thru this program. Considering equipment pricing, referral fee amounts to an average referral fee in the \$500 range. Referring Partner's activities are to simply complete the referral form (see appendices for example "Intec Blowing Machine Referral Forms". Note form to be customized for Referring Partner to (i) promote their company, and (ii) make tie for Intec to Referring Partner) and send to Intec's Customer Service.
3. Intec's Customer Service will make contact with customer, ensure system(s) desired meets their objectives, arrange for delivery and payment, then ship system(s) to Referring Partner's customer.

### Intec payment timing of referral fee:

The referral fee is paid quarterly once Intec has collected payment from customer. Considering Intec standard 30 day terms, referral fees for sales taking place in...

- Q1 (Jan 1 thru March 31) are to be paid the second week of May,
- Q2 (April 1 thru June 30) are to be paid the second week of August,
- Q3 (July 1 thru September 30) are to be paid the second week of November, and
- Q4 (October 1 thru December 31) are to be paid the second week of February

...for sales Referring Partner has provided Intec, Intec has closed, and customer payment has been collected.



## PROCESS / FAQs:

### **1. How to set up Intec referral program with a target customer?**

Provide request to Ray including (i) rationale as to who you recommend to become a Referring Partner, (ii) if referral form is to include all Intec systems, cellulose only, or fiberglass only, and (iii) Referring Partner's logo. Ray will review request considering your rationale and potential competitive issues prior to approving. With approval, Ray will provide custom pdf form to be shared with customer.

You will need to complete Referral Program letter and send to Ray for signature. This letter can then be sent to Referring Partner

### **2. Future Purchases – form needs to be filled out.**

The Referring Partner needs to complete referral form and send to Intec Customer Service for all orders – be it first time or repeat. If form is not completed, no discount is provided to customer, and no referral fee is sent to Referring Partner. Form needs to be completed for a repeat customer.

### **3. What tools can Intec provide Referring Partner to assist with awareness creation?**

Depends on what customer desires, yet typically:

- Intec Family Guide
- Specific product brochures as customer sees beneficial
- Desktop display dependent on Referring Partner's set-up.
- Banner dependent on Referring Partner's set-up.

### **4. Contract Duration? 12 months.**

We will offer the referral program with a 12 month duration. We will work with Referral Partner throughout year to determine where we may further assist in their targeted success.

### **5. What is needed from Referring Partner in order for Intec to provide payment?**

W9 (referenced when processing referral fee) and signed Referral Program Contract.

## **APPENDIX 1 – All Units**



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<b>Insert Customer Logo</b>	<b>Blowing Machine Referral Form</b>
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Date: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Customer Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

*Ship to location if different than above*

Ship to Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Customer Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

System #	System Name	# of Units	\$ per unit <sup>1</sup> <small>(Delivery not included in price)</small>	Total
K81018	Cyclone		\$3,322	
K10000-02	FORCE/1 FGP <sup>2</sup>		\$4,272	
50002-00	FiberForce all-fiber		\$6,270	
0500-0700-00	WASP		\$6,293	
K20000-02	FORCE/2 3.0 FGP <sup>2</sup>		\$7,001	
K20019	FORCE/2 3.0 wireless FGP <sup>2</sup>		\$7,664	
K20006	FORCE/2 4.0 FGP <sup>2</sup>		\$7,160	
K20014	FORCE/2 4.0 wireless FGP <sup>2</sup>		\$7,823	
K30000-02	FORCE/3 3.0 FGP <sup>2</sup>		\$7,895	
K30001-02	FORCE/3 4.0 FGP <sup>2</sup>		\$8,458	

notes: 1) Price Reflected is 5% Savings from MSRP. 2) FGP = Fiber Glass Package. TOTAL: \_\_\_\_\_

*Systems come standard with power cords, remote, hose, and appropriate connectors.*

Referral Sales Rep: \_\_\_\_\_ Sales Rep location: \_\_\_\_\_

Sales Rep Phone: \_\_\_\_\_ Sales Rep Email: \_\_\_\_\_

Special Notes: \_\_\_\_\_

Referrals will be contacted within 24 hours of receiving completed form

	<p><b>Please email or fax referrals to Intec</b></p> <p>email: <a href="mailto:sales@inteccorp.com">sales@inteccorp.com</a> fax: 303-833-6650</p> <p>attn: Customer Service</p> <p>phone: 303-833-6644; 800-666-1611</p>	<p>rev: 20110502</p>
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**intec**

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**Expected Referral Fees (Intec pays to Referring Partner)**

Intec Referral Program				
Fiberglass Systems			5.0%	<enter discount price
System #	System Name (note: FGP = Fiberglass Package)	MSRP (\$/unit)	discount price	referral fee (\$/system sold)
K81018	Cyclone	3497	3322	249
K10000-02	FORCE/1 FGP2	4497	4272	320
50002-00	FiberForce all-fiber	6600	6270	470
0500-0700-00	WASP	6624	6293	472
K20000-02	FORCE/2 3.0 FGP2	7369	7001	525
K20019	FORCE/2 3.0 wireless FGP2	8067	7664	575
K20006	FORCE/2 4.0 FGP2	7537	7160	537
K20014	FORCE/2 4.0 wireless FGP2	8235	7823	587
K30000-02	FORCE/3 3.0 FGP2	8311	7895	592
K30001-02	FORCE/3 4.0 FGP2	8903	8458	634



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**APPENDIX 2 – Cellulose Units**

<b>Insert Customer Logo</b>			Blowing Machine Referral Form		
Date: _____					
Customer Name: _____					
Customer Address: _____					
City: _____		State: _____		Zip: _____	
Phone: _____					
E-Mail: _____					
<i>Ship to location if different than above</i>					
Ship to Address: _____					
City: _____		State: _____		Zip: _____	
Customer Contact: _____			Phone: _____		
<b>System #</b>	<b>System Name</b>	<b># of Units</b>	<b>\$ per unit <sup>1</sup></b> <small>(Delivery not included in price)</small>	<b>Total</b>	
K81018	Cyclone		\$3,322		
K10000	FORCE/1		\$4,057		
50002-00	FiberForce <i>all-fiber</i>		\$6,270		
0500-0700-00	WASP		\$6,293		
K20000	FORCE/2 3.0		\$6,837		
K20011	FORCE/2 3.0 wireless		\$7,500		
K20000-03	FORCE/2 4.0		\$6,997		
K20013	FORCE/2 4.0 wireless		\$7,660		
K30000	FORCE/3 3.0		\$7,784		
K30001	FORCE/3 4.0		\$8,347		
<i>notes: 1. Price Reflected is 5% Savings from MSRP.</i>				TOTAL: _____	
<i>Systems come <u>standard</u> with power cords, remote, hose, and appropriate connectors.</i>					
Referral Sales Rep: _____			Sales Rep location: _____		
Sales Rep Phone: _____			Sales Rep Email: _____		
Special Notes: _____					

Referrals will be contacted within 24 hours of receiving completed form



**Please email or fax referrals to Intec**

email: sales@inteccorp.com fax: 303-833-6650

attn: Customer Service

phone: 303-833-6644; 800-666-1611

rev: 20110502



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**Expected Referral Fees (Intec pays to Referring Partner)**

Intec Referral Program				
Cellulose Systems			5.0%	<enter discount price
System #	System Name (note: FGP = Fiberglass Package)	MSRP (\$/unit)	discount price	referral fee (\$/system sold)
K81018	Cyclone	3497	3322	249
K10000	FORCE/1	4271	4057	304
50002-00	FiberForce all-fiber	6600	6270	470
0500-0700-00	WASP	6624	6293	472
K20000	FORCE/2 3.0	7197	6837	513
K20011	FORCE/2 3.0 wireless	7895	7500	563
K20000-03	FORCE/2 4.0	7365	6997	525
K20013	FORCE/2 4.0 wireless	8063	7660	574
K30000	FORCE/3 3.0	8194	7784	584
K30001	FORCE/3 4.0	8786	8347	626