



# Lexmark Channel Edge Program

Differentiate yourself and gain the advantage... with Lexmark's SMB partner program.

With aggressive profit margins, sales support and truly innovative, award-winning products, you will have a competitive edge to win more business and differentiate yourself from the competition with Lexmark's Channel Edge program.

## Get more. Do more

Members of the Lexmark Channel Edge Program receive a number of sales incentives that make doing business with Lexmark more rewarding and more profitable.

## More margins

- ▶ **Up-front discount.** Earn a 5% up-front discount on entry level hardware products (3 and 4 series) and earn 10% on professional level hardware products (5 series+) through authorized Lexmark distributors.
- ▶ **Education discount.** Receive an additional upfront 5% discount off MSRP for sales to qualified educational institutions through Lexmark authorized distributors.
- ▶ **Monthly promotions.** Enjoy aggressive promotional discounts on select laser printers on a monthly basis.
- ▶ **Bid Desk.** Designed to make our partners more competitive on important deals. The Lexmark Bid Desk provides up to 15% off MSRP to Edge partners on Lexmark hardware. Discounts are stackable with the up-front discount but are not stackable with monthly promotions. Discounts are provided through Lexmark authorized distributors.

## More business

- ▶ **Trade-in, Trade-up.** Purchase select Lexmark printers or MFPs and receive valuable rebates when your customers trade in their old laser printers. For more details visit [www.lexmark.tradeups.com](http://www.lexmark.tradeups.com) (United States) or [www.lexmarktradein.ca](http://www.lexmarktradein.ca) (Canada).
- ▶ **Loyalty Perks.** Sales reps and their managers can earn reward dollars on a debit card by leading with Lexmark in small/medium business, education and local government accounts. For more details visit [www.lexmarkloyaltyperks.com](http://www.lexmarkloyaltyperks.com).

## Channel Edge Program overview

	Benefits	Description
Sales	Margin enhancement (%)	5% up-front discount on entry level hardware products (3 and 4 series) 10% on professional level hardware products (5 series+)
	Loyalty Perks rewards	Earn up to \$300 per model Sales reps and sales managers qualify
	Trade In Trade Up Program	Earn up to \$500 cash back when trading in eligible products
	Demo units	Qualify for up to 2 demo units a year
	Bid Desk	Competitive pricing program available on all Lexmark hardware
	Promotions	Monthly promotions available on select Lexmark devices
	Education discount	Additional 5% discount to qualified education institutions
Marketing, Training	Lexmark To Go Mobile App	Access Lexmark sales and marketing info from your smartphone or tablet
	Partnet Web Portal	Partner web portal
	Lexmark U	Online eLearning platform accessible through Partnetnet
	Territory Sales Manager	Dedicated field support for training, sales calls, marketing support

### More support

- ▶ **Lexmark To Go.** Access information quickly and be an expert on Lexmark's products and solutions with Lexmark's mobile sales tool, Lexmark To Go: [www.lexmark.com/togo](http://www.lexmark.com/togo).
- ▶ **Product evaluation program.** Give your customers the confidence they need to finalize their purchase. For select opportunities, this "buy and try" program offers fixed rebates on Lexmark printers and MFPs.
- ▶ **Better coverage.** When you need support, Lexmark is there for you with a dedicated Channel Hotline. Whether in person or on the phone, we are dedicated to helping you win more business. Try us out at 877-999-4360.

To give your business the competitive edge, contact your Lexmark Territory Sales Manager or visit

<http://partnetnet.lexmark.com> (United States)  
<http://partnetnet.lexmark.ca> (Canada)

### Get started

1. Accept the Lexmark Channel Edge Program Terms & Conditions.
2. Maintain yearly sales above the program minimum.
3. Have no more than 25% of business attributed to Lexmark Large Accounts.