

Honeywell Authorized Dealer Program



Helping Your Business Grow

Honeywell

Our industry has changed.

What if you had...

- A manufacturer to team with
- A group of like-minded companies to network with and discuss hot industry topics
- Rewards for your loyalty to the program and the Honeywell product portfolio

That is the foundation of the Honeywell Authorized Dealer Program.



Why be a **Honeywell Authorized Dealer?**

Our authorized dealer networks have been taking advantage of a myriad of benefits for over 25 years. From the power of the Honeywell brand, to specially designed training and a wide variety of marketing tools and collateral—our dealers receive the best support in the industry. Couple that with the opportunity to network with the foremost independent security dealers, and you have so many ways to succeed. Add in special discounts, corporate alliances, life and community service initiatives and the value grows even more.

Combining our recognized brand names with your strong, local reputation will truly separate your company from the competition. Also, by following our principles of life safety, you can further differentiate your company. We can't think of a better way to run your business than by being dedicated to the safety of families and businesses worldwide.

This program is the largest independent network of security and fire dealers throughout the United States, Canada and Latin America. Simply stated, *this is the premier authorized dealer program in the industry.* There is no better way to grow your business.

Program Overview

The Honeywell Authorized Dealer Program is a tiered program that rewards dealers based on their commitment to the program and the Honeywell portfolio of products. There are three tiers to the program—Silver, Gold and Platinum. Movement between the tiers is based on accomplishment of program requirements, participation in program activities and meeting or exceeding purchase commitments. Keep in mind that dealers within in this program are the **ONLY** dealers that can utilize the terminology “Honeywell Authorized Security and Fire Dealer”.

Key Program Components	PROGRAM TIER LEVELS		
	SILVER	GOLD	PLATINUM
Co-op (Honeywell Intrusion, Honeywell Access, Honeywell Video, Honeywell Fire and Honeywell Genesis Cable)	✓	✓	✓
Rebate on purchases of Honeywell Intrusion, Honeywell Access, Honeywell Video, Honeywell Fire and Honeywell Genesis Cable	✓	✓	✓
Market Development Funds (MDF)	✓	✓	✓
Honeywell authorized dealer website	✓	✓	✓
Unlimited access to Discover online training modules	✓	✓	✓
Honeywell authorized logo	✓	✓	✓
Corporate alliance resources	✓	✓	✓
Authorized dealer technical support hotline	✓	✓	✓

Co-op

The Honeywell Authorized Dealer co-operative advertising program (Co-op) invests in your business through mutually beneficial advertising campaigns, promotional activities and events that generate additional sales.

As you move through the tier structure you have the ability to earn co-op for the purchases of the following products:

- Honeywell Intrusion
- Honeywell Access Control
- Honeywell Video
- Honeywell Fire (Silent Knight, Fire-Lite and System Sensor)
- Honeywell Genesis® Cable

Rebates

We want to reward you as your business grows.

You have the ability to earn rebates for the purchases of the following products:

- Honeywell Intrusion
- Honeywell Access Control
- Honeywell Video
- Honeywell Fire (Silent Knight, Fire-Lite and System Sensor)
- Honeywell Genesis Cable

Marketing Development Funds (MDF)

Marketing Development Funds are an additional way to help you grow your business—and is above and beyond our co-op program. It is an incremental source of marketing funds that Honeywell will provide for our authorized dealers.

MDF will be awarded based on factors such as:

- Fully submitted marketing plan for the project
- Focus on growth products and services
- Projected Return on Investment
- Outline of reporting/tracking for campaign

An Authorized Dealer can apply for MDF once all accrued co-op funds have been used.

Dealer Requirements and Honeywell Commitments

There are requirements to participate in the Honeywell authorized dealer program - such as performance requirements and training and certification criteria. Likewise, there are commitments that Honeywell makes to ensure your success in the program.

PROGRAM TIER LEVELS

Performance Requirements	SILVER	GOLD	PLATINUM
Signed agreement	✓	✓	✓
Honeywell brand visible on website	✓	✓	✓
Overall growth requirement	✓	✓	✓
Achieving purchase goals in product categories	✓	✓	✓
Operations funds	✓	✓	✓
Required Honeywell Total Connect® attach rates	✓	✓	✓
Sharing of marketing statistical and/or demographic data		✓	✓
Participation in regional meetings		✓	✓
Participation in CONNECT		✓	✓
Honeywell premier brand on company website			✓
Honeywell logo prominently displayed (apparel, website, transportation)			✓
Business plan			✓

Honeywell Commitments	SILVER	GOLD	PLATINUM
Monthly authorized dealer webinars	✓	✓	✓
Honeywell authorized dealer generic program marketing collateral	✓	✓	✓
CONNECT annual meeting	✓	✓	✓
myCONNECT Express regional meetings	✓	✓	✓
Honeywell generated leads	✓	✓	✓
Annual face-to-face business builder sessions (DDG)		✓	✓
Visibility Index		✓	✓
Customized marketing collateral		✓	✓
Quarterly business review/strategic planning session			✓
Pilot programs			✓

PROGRAM TIER LEVELS

Training & Certification Criteria	SILVER	GOLD	PLATINUM
Annual Discover online training curriculum requirements	5	10	15
Honeywell Total Connect®	✓	✓	✓
AlarmNet 360™	✓	✓	✓
Basic Networking	✓	✓	✓
Intrusion (Self Contained or VISTA®)	✓	✓	✓
Automation (Z-Wave®, Tuxedo Touch, Lyric)	✓	✓	✓
Honeywell Fire Training*	✓	✓	✓
NetAXS®		✓	✓
Performance Series Video (IP Video or HQA)		✓	✓
Advanced Networking			✓
MAXPRO® NVR			✓
WIN-PAK®			✓

*Honeywell Fire training is optional - unless you are using Fire for tier achievement.

NOTE: Honeywell Fire includes Silent Knight, Fire-Lite and System Sensor. Silent Knight is not available in Canada.

Authorized Dealer Branding

As a member of the Honeywell Authorized Dealer program, you will have usage of the program logo.

Honeywell

Authorized Security and Fire Dealer

Dealer Development Group

As a Honeywell Authorized Dealer, you have access to our Dealer Development Group (DDG). Through specialized training sessions focusing on Business Planning and Management Training, this team can assist you with goal setting, new business model deployment, leadership workshops, hiring best practices, as well as compensation planning, and more. Along with this, they are also available to help develop your teams through comprehensive, hands on, sales and technical training. This team is in place to partner with you and to bring out the best in your staff while helping you grow your business.

For more information on the Honeywell Authorized Dealer program please call: 800-323-4576 Option 3.

“Joining the Honeywell Authorized Dealer program is one of the best business decisions I have ever made.”

– David Meurer, Armed Response Team

“Discover online training has been an essential tool for EPS Security—especially during onboarding of sales professionals and technicians.”

– David Hood, EPS Security



For more information: www.ourbusinessbuilder.com

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