

ENGINEERING  
TOMORROW



Danfoss Drives Partner Excellence Program®

**Partner with us**  
and take your business  
to the **next level**

**Partnership**  
Let's succeed  
together

[drives.danfoss.com](https://drives.danfoss.com)



**Partnership**  
Let's succeed  
together

# Why should you **partner with us?**

You, your skills and your business are important to Danfoss. We want to share our expertise and experience to help you grow your business. In short, we want to provide you with the support you need to ensure you succeed.



Access to extra resources

With the **Partner Excellence Program®** (PEP) we will continue to provide you with the best-in-class products, solutions and services. On top of that, you will have access to extra resources, training and support provided by local, partner-dedicated organizations.



Training and support provided by local, partner-dedicated organizations

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## **Teamwork** is key to your success

Teamwork is vital in a true partnership. By working closely with you, we aim to create a unique, open and transparent relationship.

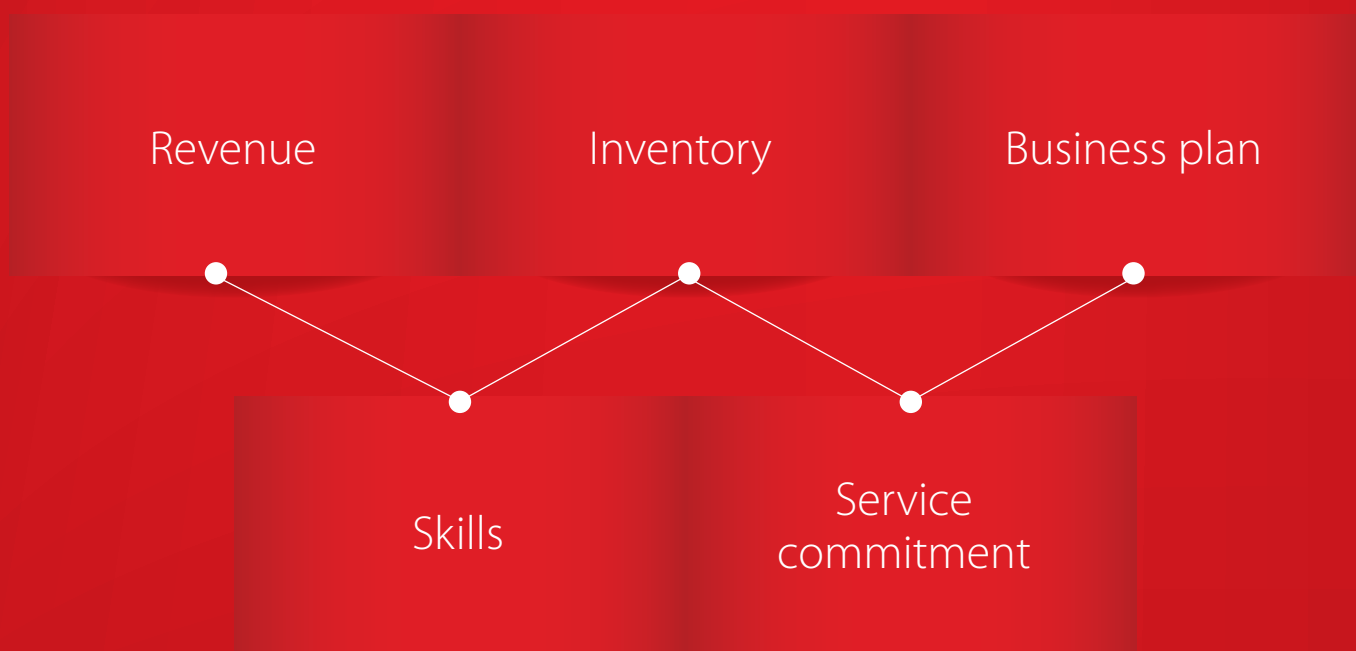
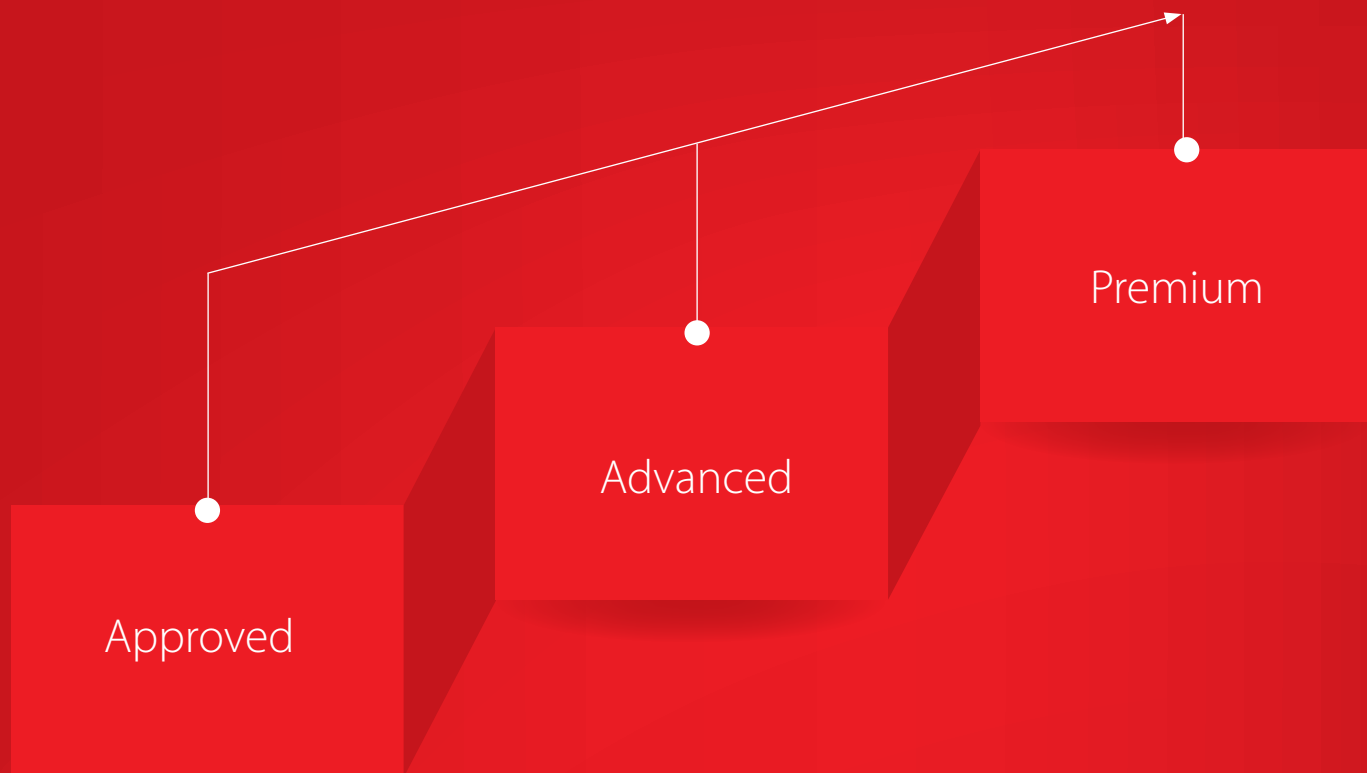


Enhance your ability to deliver added value to your customers

We rely on your local market knowledge and feedback from your customers to help us continue to innovate robust solutions and enhance our portfolio. With PEP we can offer you training and education to deepen your skills and enhance your ability to deliver added value to your customers. We invest in your success.



We invest in your success



# How does the **Partner Excellence Program®** work?

As an existing partner of Danfoss Drives, you are highly appreciated and are already entitled to use the 'Authorized Partner' logo and certification that recognizes your commitment to us.

PEP takes that commitment to the next level.

PEP is a tiered program with **three unique levels** of participation:

- **Approved**
- **Advanced**
- **Premium**



Each level offers different benefits and privileges. The more you invest in the program, the more access you have to resources and tools which, in turn, provides more opportunities to earn rewards and, more importantly, grow your business.

Each year, your partnership status will be reviewed. You will be issued with an up-to-date Partner Excellence Program® certificate to reflect your current status and commitment to the program. If you reach certain targets during the year, your status will automatically be upgraded to the next level. If, however, you are unable to maintain certain targets, your status will be downgraded at the end-of-year review. The more you commit to the program, the higher up the ladder you will climb.

## Five **success factors**

We understand that there are many different business models and that your business is unique. We have therefore identified the **five different business criteria** that will define your level of partnership.

- 1 Revenue**  
– sum of net sales in the previous calendar year
- 2 Inventory**  
– ensuring drives are available for customers by having sufficient stock levels
- 3 Business plan**  
– identifying value propositions and competencies and demonstrating commitment, investments and action plans to win business. This may be planned together with and approved by your local Danfoss account manager
- 4 Skills**  
– maintaining skilled employee base by ensuring abilities of sales and support functions
- 5 Service commitment**  
– ability to provide technical advice in pre-sales phase, excellent support during the sales process and also in the after-sales phase



6

categories where  
benefits can be  
earned

# Your **benefits** and privileges

Our partners are important to us, and we want you to know just how important you are.

PEP is designed to offer you the maximum rewards for your commitment to Danfoss Drives. The higher your level is in the program, the more benefits you will receive.

There are **six different categories** where benefits can be earned:



1. Commercial conditions



2. Sales support



3. Technical support



4. Service support



5. Training



6. Marketing and communication support



## How do I join the Partner Excellence Program®?

Please contact your local Danfoss sales organization  
<http://drives.danfoss.com/danfoss-drives/local-contacts>