

# **NORTH AMERICA PALFINGER PARTNER PROGRAM**

The program for Growth, Future & Success.

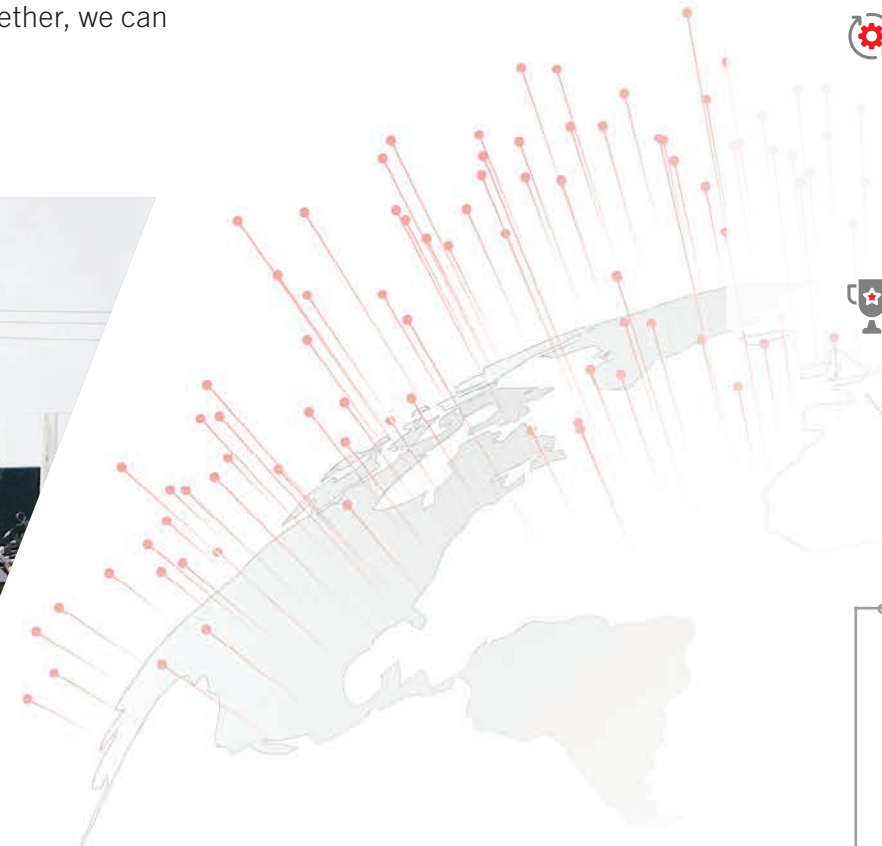




# PALFINGER PARTNER PROGRAM

## WELCOME TO OUR PARTNER PROGRAM

At PALFINGER, we are committed to outstanding performance and best customer solutions across our global network. The core mission is to support and empower our sales & service partners, ensuring our customers success and fostering a culture of continuous improvement. We firmly believe that by working together, we can achieve highest success.



# UNLOCKING POTENTIAL THROUGH PARTNERSHIP

### BENEFITS

- Sharing best practices and learning from one another as part of a large international community
- Global recognition and reward for our partners' hard work
- Joint preparation for changing market requirements and opportunities



### EXCEED CUSTOMER EXPECTATIONS

Count on PALFINGER's expertise and best practices to support your business and empower you to surpass customer expectations, build trust and deliver a consistent experience across diverse locations.



### YOUR BUSINESS, OUR BRAND

Align your company directly with PALFINGER's premium brand, a global leader in knuckle boom cranes and lifting solutions. A strong, recognizable brand boosts visibility and attracts customers, simplifying their choice over competitors.



### REDUCTION OF OPERATIONAL COSTS

Access streamlined processes, trainings, and tools through our program. Increase efficiency, reduce operational costs, and enhance overall performance for consistent product and service quality, ultimately boosting your business.

### RECOGNITION AND REWARDS\*

Enjoy global recognition, regional rewards and substantial bonuses based on your achievements.

\*Bonus to be implemented in 2025, pay out in 2026

### THE EXTENT OF COLLABORATION, COMMITMENT & CUSTOMER CENTRICITY



# ROADMAP FOR DEVELOPMENT AND INVESTMENT

Learn more about the Program Categories:

The new PALFINGER Partner Program embodies a commitment to Growth, Future, and Success. It classifies our partners into three globally recognized tiers: Silver, Gold, and Diamond, based on their exemplary performance across key business processes like management, marketing, sales, installation and after-sales



## DIAMOND

- In the mid and long term, our aspiration is to elevate partners to the Diamond level. This pinnacle signifies an outstanding customer experience, ensuring a sustainable business partnership for decades to come. Partners at the Diamond level receive the highest recognition.



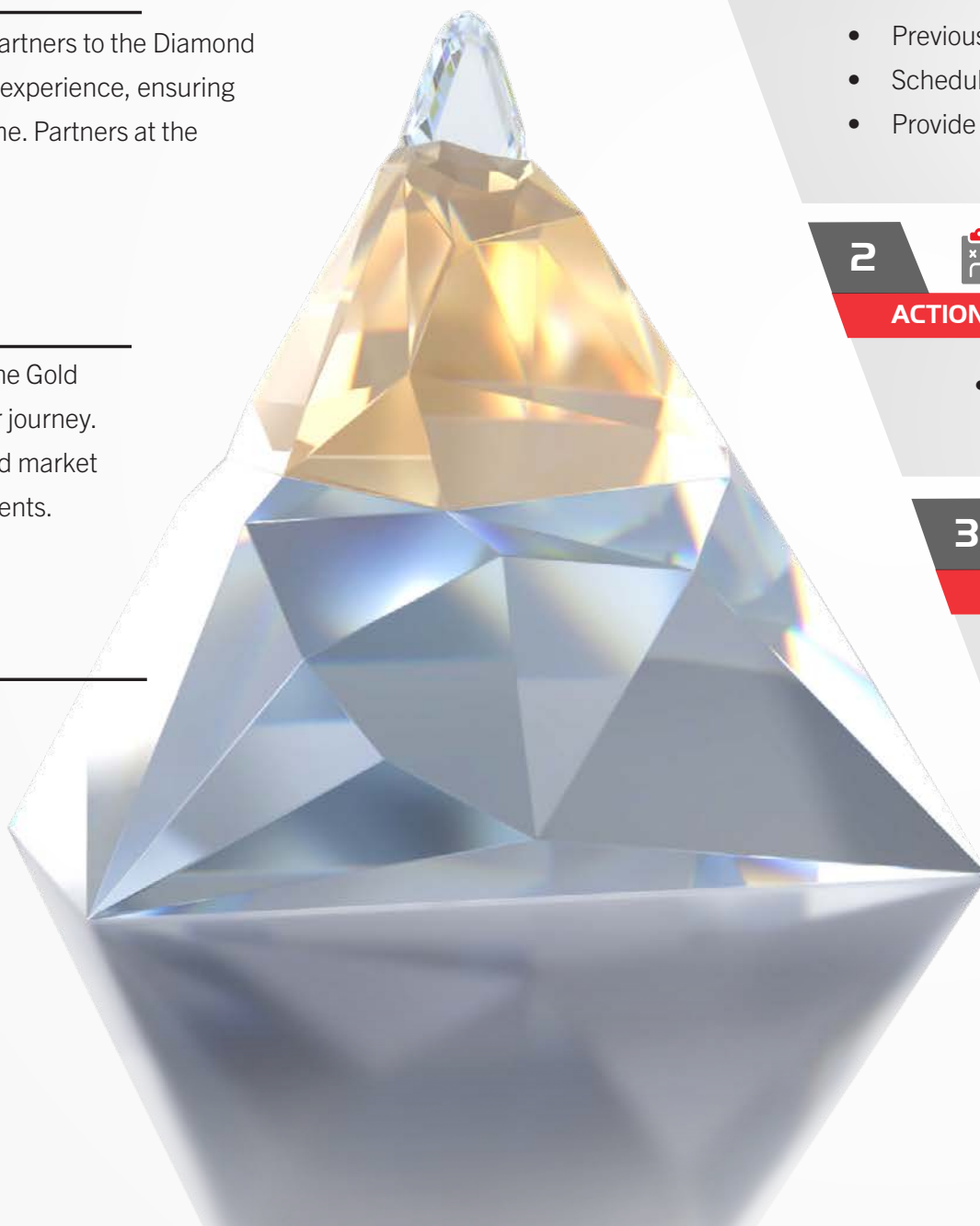
## GOLD

- Representing the short and mid-term requirements, the Gold level is geared towards providing a premium customer journey. Gold partners proactively manage customer needs and market trends, earning support and bonuses for their investments.



## SILVER

- At the foundation of our pyramid of success lies the Silver level, establishing a common baseline. This level ensures that all our partners meet the minimum expected requirements set by PALFINGER.



# PALFINGER PARTNER PROGRAM

## STEPS ALONG THE PPP EVALUATION

1



### COMMUNICATION

- Previous communication to the Partner
- Schedule appointment
- Provide with access to the assessment tool and questions

2



### ACTION PLAN

- Detailed assessment of: Management, marketing, sales, installation and after-sales fields

3



### REVIEWS

- Review & Closing Meetings will determine the steps of development and status for the respective year

4



### AWARDS & BONUS

- Partners will be recognized and rewarded based on their performance levels

# PARTNER PROGRAM FAQ

Your FAQs answered for clarity and confidence

## 1. WHAT IS THE PALFINGER PARTNER PROGRAM (PPP)?

The PALFINGER Partner Program is a comprehensive initiative based on a 360-degree assessment, specifically designed for our dealer network. It aims to enhance our global Sales and Service network, envisioning a transformative journey that involves the shared growth and development of our partners, unlocking untapped potential, building lasting partnerships, and driving the industry forward.

## 2. HOW WILL BE THE ASSESSMENT PROCESS?

Our evaluation process encompasses a thorough assessment of partners, covering sales, service, installation, work processes, facilities, and performance KPIs. This evaluation utilizes a new user-friendly IT tool designed to assist distributors in navigating their action plans and effectively assessing their networks in the future. Assessments of partner facilities will be communicated in advance, allowing enough time for preparation.

## 3. WHO IS ELIGIBLE FOR THE PALFINGER PARTNER PROGRAM?

As a PALFINGER Partner, you are automatically eligible for the Program. However, the program will roll out in different phases. In 2024, a portion of our North American dealer network will undergo assessment. In 2025, we will extend the evaluation to include many more dealers as possible. There is no need to apply at the moment. You will be contacted, to receive information about the next steps.

## 4. WHERE WILL THE PROGRAM BE IMPLEMENTED?

The Program is a global initiative being implemented worldwide. However, our North American initiative will particularly focus on the needs and requirements of the United States, Canada, and Mexico.

## 5. WHAT IS THE OUTCOME OF AN ASSESSMENT?

The assessment process is designed to identify valuable opportunities for improvement, providing a foundation for strategic action plans to guide our dealers through the enhancement process. At the conclusion of each assessment, a rating is generated, indicating the percentage of fulfillment across three distinct categories: Silver, Gold, and Diamond. This scoring system is pivotal in the year-end evaluation, playing a significant role in the calculation of bonuses to be implemented in the future.



## 6. HOW DOES PALFINGER PLAN TO REWARD PARTNERS ACROSS ALL REGIONS?

Partners will receive recognition and rewards based on their performance levels after completing their first year in the program. Detailed information regarding the program rules, guidelines, financial incentives, and rewards will be communicated in 2025.

## 7. WHO DO I GO TO IF I HAVE QUESTIONS RELATED TO THE PROGRAM?

For any information you may need about the PALFINGER Partner Program, Marcos Oliveira is your designated contact person. Feel free to reach out to him directly for any assistance.

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