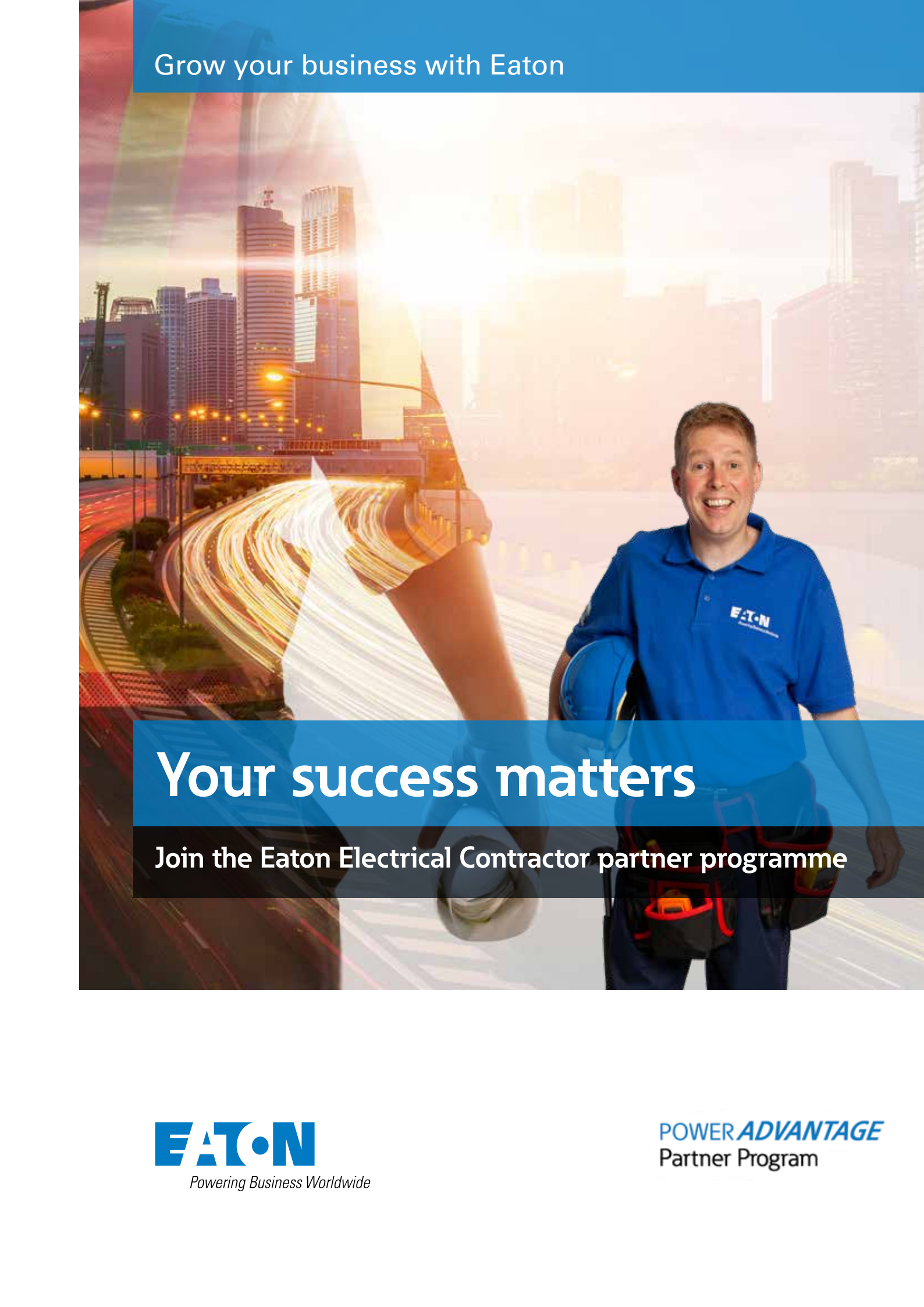




Grow your business with Eaton

Your success matters

Join the Eaton Electrical Contractor partner programme



Powering Business Worldwide

POWER*ADVANTAGE*
Partner Program



A new initiative to help you grow your business: the Eaton Contractor Partner Programme

Eaton is dedicated to helping you grow your business, maximise your success and enjoy the rewards of your hard work.

Your success as a contractor is important to us. That's why we have launched the Contractor Partner Programme, to give you the cutting-edge **knowledge, marketing** and **business development support** that you need to offer your customers a better service – and thereby make your business more successful.

Learn about the advantages of becoming a partner and be inspired to take full advantage of this opportunity for driving the growth of your business.

EXPERIENCE a true partnership

By entering into a formal partnership with Eaton, you will receive practical support for growing your business, with access to innovative technology that is compatible with a wide range of commercial products and systems:

- **Get access to our extensive product portfolio**, which meets nearly any customer requirements
- **Gain a strong market vision** as well as clear product road maps driven by innovations, with Eaton as a leading international provider of power management technologies
- **Reach support from Eaton's international market presence**, with offices placed in more than two dozen countries across the EMEA region



SEE your benefits at a glance

The Eaton contractor Partner Programme comes with comprehensive benefits, combining knowledge transfers, technical expertise, as well as business and marketing support, all closely tailored to your unique needs.

The following table provides a more detailed look at what the programme holds in store for you.



Benefits - Electrical Contractor Power Advantage Partner Programme UK	Registered partner	Authorised partner
Knowledge		
Access to Eaton's on-line partner portal	✓	✓
Regular e-newsletters with product and portfolio updates, news and general information	✓	✓
Access to the online knowledge centre (manuals, FAQs, techn. documentation, online catalogues, online video trainings, etc.)	✓	✓
Access to online (technical) product training (Eaton university - training modules)	✓	✓
Access to Eaton on-demand webinars and expert sessions on general topics such as codes & standards or market trends (online)	✓	✓
Free access to sales trainings and tools (on topics such as Eaton products or smart business development)	✓	✓
Access to Buildings as a Grid ROI case studies	✓	✓
Marketing		
Access to rewards and incentives	✓	✓
Access to standard marketing concepts and co-branded materials (online)	✓	✓
Facebook/ webpage templates to add to your company website/social media	✓	✓
Official certification as an Eaton Contractor Partner (Eaton Partner certificate)		✓
Welcome kits		✓
The right to use the Eaton partner logo		✓
Access to standard branding kits and merchandise (e.g. vehicle stickers)		✓
Business development		
Access to stock availability view of Eaton products in the UK & I	✓	✓
Product feedback area	✓	✓
Visibility of your company name and contact details on the Eaton Contractor Partner Locator tool on the Eaton website		✓
Access to Buildings as a Grid simulator studies (BG simulator)		✓
Eaton experience event programme		✓

AIM HIGH and achieve your full potential... ... with the Eaton Contractor Partner Programme



Registered members

- Access to comprehensive libraries of sales and marketing assets, as well as regular communication
- Experience the benefits of our Eaton on-demand webinars and expert sessions on general topics such as codes & standards and market trends
- Access to online product training modules
- Access to rewards and incentives
- Access to stock availability view of Eaton products in the UK & I

Authorised partners

Registered benefits +

- Official certification as an Eaton Contractor Partner (Eaton Partner certificate)
- The right to use the Eaton partner logo
- Visibility of your company name and contact details on the Eaton Contractor Partner Locator tool on the Eaton website
- Advanced marketing support such as access to welcome kits and branded merchandise
- Access to Buildings as a Grid simulation studies
- Access to Eaton experience events programme

BUILD on firm foundations

The Partner Programme comes with four equally powerful and compelling elements to guide you through the sales cycle step by step, making it the ideal choice for you, irrespective of the partnering tier.

Here is how:

1. Knowledge



Become a true expert with our Contractor Partner Programme to broaden your knowledge and open up to new business opportunities.

Given the ever more competitive market environment and the accelerating pace of technological innovation, contractors have less and less time to gather and absorb the relevant knowledge.

This is where the Contractor Partner Programme comes in: the wide array of trainings will enable you to grow your expertise, your customer service capabilities and your sales potential.

Success couldn't be more straightforward.

The syllabus encompasses the full range of Eaton's product and service offerings. Completing the syllabus will therefore confirm your status as a close partner of Eaton, empowering you to use both your skills and our partnership to even greater effect.

Given your limited time, we will also help you make sense of new regulations, codes and standards to allow you to deliver state-of-the-art installations.

2. Marketing



Our Contractor Partner Programme provides everything you need to market, promote and grow your electrical contractor business.

You will have access to a wide range of resources via the program's online knowledge center:

- Content to help you attract new customers
- Co-brandable marketing assets
- Sales support assets
- Customer references
- Contractor Partner user guides

And it doesn't stop there. Eaton will work with you side by side to develop effective marketing plans.

3. Business development



As our partner you will benefit from Eaton's position as a leading provider of power management products and services worldwide. For you, this means identification with a strong global brand and the chance to reach new customers. With the power of Eaton's marketing activities behind you, you can focus on what you do best: deliver quality installations for your customers.



Join the Eaton Contractor Partner Programme and start benefiting today!

Formalising your partnership with Eaton will enable you to generate more business while offering your customers a more personalised and professional service.

Your success matters to us.

That's why we are offering you the opportunity of becoming a certified partner – giving you the technical knowledge, the marketing know-how and the technical support you need to grow your business further.

If you are a professional who is passionate about power distribution and Eaton's product portfolio, and customer satisfaction is in your DNA, register now to become one of our certified partners!

As part of Eaton's Contractor Partner Programme you will have access to the resources, tools and support you need to build a successful and profitable electrical contractor business.



For more information, please visit
www.eaton.com/UKcontractor

Eaton's mission is to improve the quality of life and the environment through the use of power management technologies and services. We provide sustainable solutions that help our customers effectively manage electrical, hydraulic, and mechanical power – more safely, more efficiently, and more reliably. Eaton's 2020 revenues were \$17.9 billion, and we sell products to customers in more than 175 countries. We have approximately 85,000 employees. For more information, visit **Eaton.com**

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