

ETC Reseller Guide

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Revision History

Date	Name	Details
11-Jan-21	Ebun Adewole	Updated various changes and included Marketing details.
6-Aug-20	Mark Scantlebury	Include communication/rush timelines, order quantities, and multiple deliveries.
7-Jul-20	Mark Scantlebury	Initial release

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1 Introduction

1.1 Overview

This document is intended to outline the way ETC works with value added resellers to deliver ETC products to market efficiently while combining efforts to:

- Create awareness.
- Present solutions.
- Fulfill orders.
- Provide training and support.

2 Points of Contact

2.1 Marketing

Contact us at marketing@etcorp.ca for:

- Copy
- Logos
- Brochures
- Events
- Promotional items
- Advertising

2.2 Sales

Contact us at sales@etcorp.ca for:

- Standard Price Lists.
- Sales and marketing resources.
- Assistance selling large opportunities.
- Provide product feedback.

2.3 Order Desk

Contact us at po@etcorp.ca for:

- Quotes
 - Pricing
 - Lead times
 - Stock levels
- Ordering
- Order status
- Updating information
 - Shipping/Billing address
 - Shipping methods
 - Purchasing contact Info

Note: Communication turnaround time for the Order Desk is 24 hours.

2.4 Accounts Receivable

Contact us at ar@etcorp.ca for:

- Account setup
- Credit increases
- Account balance
- Obtaining invoices
- Payments

3 General Terms

3.1 Pricing

You will be provided a price list that highlights the Manufacturer's Suggested Retail Price (MSRP) and a discount that is based on your current tier which is driven by annual volume and alignment with ETC. If you need a copy of your price list, please contact [Sales](#).

Note: Pricing is published in USD. If you require a CAD price list, please contact [Sales](#). CAD Price lists will be adjusted quarterly based on the average exchange rate for the month prior to the update.

3.2 Lead Times

ETC product lead times are subject to change based on part availability and manufacturing facility loading. Lead times are specified per product based on quantity ordered and can be found on the price list. ETC products ordered in small volume, replacement parts, and accessories may be available on a 5-day lead time subject to availability. Typical lead times are as follows:

- **ETC branded products:** 4 weeks.
- **Fully custom white labelled, or 3rd party manufactured products:** 8 weeks.

Resellers are expected to carry enough stock to handle short term demand.

3.3 Order Quantities

To create efficiency in fulfillment and shipping, please try to order in carton quantities where applicable:

- **Cyclops IS:** 12 sensors/carton
- **Cyclops ExP:** 12 sensors/carton
- **Sasquatch:** 6 sensors/carton

3.4 Volume Ordering/Multiple Deliveries

If you wish to place a larger volume order with multiple delivery dates for simplicity or in the case of a volume-based price, you must:

- Submit a single purchase order with multiple line items indicating the delivery date for each batch of goods.
OR
- Submit multiple purchase orders broken up by delivery date or delivery location. In the case of a volume-based price, all the purchase orders must be received on the same day.

Note: The maximum duration of any long-term purchase order is 3 months.

3.5 Shipping

All fulfillment is done from Calgary, Alberta, Canada and the purchaser is responsible for:

- Shipping costs
- Brokerage and duty (If applicable)

If you are shipping to the US, please provide us:

- Broker contact information

3.6 Rush Orders

If a product is required faster than the lead time specified by the price list, please reach out to [Sales](#) to discuss the circumstances and potential options to resolve.

3.7 Payment Terms

All accounts are **NET 30**. If you fail to pay on these terms, the following actions will be taken:

- **45 Days:** Past Due Warning Email
- **60 Days:** Interest Charged
 - Interest waived if payment received within 5 days
- **75 Days:** Stop Ship
 - Shipping starts again when account is under 45 days
- **90 Days:** Collections Process Begins

3.8 Interest

Interest is charged on all past due balances each month and is compounded monthly.

- **Monthly Interest Rate:** 2%

3.9 Warranty

All ETC products come with a **one-year** manufacturer's warranty against manufacturing defects:

- Warranty period starts at the time of shipping from ETC
- Does not cover improper installation or use by customer
- Does not cover damage due to shipping
- ETC reserves the right to repair, replace, or provide a refund for the defective equipment

3.10 Account Setup

To get a new account set up, please contact [Sales](#). If you would like credit, please fill out the appropriate form and allow for additional time for a credit check to be performed. If you are not signing up for a credit account or are not eligible for one, pre-payment must be received prior to processing an order.

4 Ordering and Fulfillment

4.1 Quotes

The purchaser should have the most recent price list and standard lead times for all our products. However, if you require a quote, please contact the [Order Desk](#).

Please include the following information on the request for each unique item:

- ETC Part Number
- Part Description
- Quantity
- Desired Delivery Date

4.2 Purchase Orders

All orders must be placed using a formal purchase order on company letterhead.

Note: Please allow up to 2 business days for a purchase order to be processed.

Purchase Order Requirements:

- Ship to address
- Bill to address (When on account)
- Shipping Method and Account Number
- Purchase Order Date
- Purchase Order Number
- Requested Ship Date
- ETC Part Number
- ETC Description
- Quantity Ordered
- Price Per Unit
- Total Price
- GST (If destination is Canada)

4.3 Order Confirmation

Once a new purchase order has been processed, we will send out an order confirmation to the person that placed the order. If you do want other people to receive the order confirmation, please let the [Order Desk](#) know in advance.

4.4 Invoice

Once an order has shipped, you will receive an email copy of the invoice which will include the courier information and tracking number for the shipment. Any questions or concerns should be directed to the [Order Desk](#).

4.5 Payment

Preferred methods of payment include:

- Electronic Funds Transfer (EFT)
- Company Cheque

If you need to pay another way such as credit card, Pay Pal, or other, please refer to the payment options sent with your invoice. Any other questions or concerns should be directed to [Accounts Receivable](#).

5 Training and Support

We want you to be as equipped as possible to market, sell, and support ETC products. When you and our mutual customers are successful with our products, we benefit as well. It's a win-win-win. To add more value to working with ETC, we have built a website dedicated to training and support.

5.1 Support Center

The Support Centre is referenced from our main site in the menu and throughout the product pages.

Support Center: <https://support.etccorp.ca>

It is the central location to:

- Ask a question using our searchable knowledgebase
- Find product documentation and tools
- See available accessories and replacement parts

- Get reseller resources for marketing, sales, and field support
- Submit an RMA
- Submit a Support Ticket

5.2 Operational Training

We have built several 25 – 35-minute courses that go over product features and general concepts that equip anyone to be an expert.

Training Programs: <https://support.etcorp.ca/training-programs/>

These are built to be delivered via:

- Pre-recorded video
- Live interactive video from ETC headquarters
- PowerPoint/PDF file that your staff can deliver

5.3 Sales Training

We have also put together a list of resources to help you onboard your sales, marketing, and field staff and turn them into ETC Experts.

Reseller Program: <https://support.etcorp.ca/reseller-program/>

5.4 Repairs

While ETC products have a failure rate less than 5%, inevitably hardware issues will happen whether from environmental damage, operator error, or manufacturing issues. We have developed a streamlined process for resellers to return equipment to ETC. For full details, please visit this dedicated page which outlines the process and contains the RMA form.

RMA Process: <https://support.etcorp.ca/rma-process/>

6 Quarterly Alignment

The key to a well aligned, collaborative relationship always comes down to mutual understanding and clear communication. We have implemented the following programs to ensure accurate and timely flow of information in both directions.

6.1 Management Meetings

We would like to host a video conference call once a quarter to discuss:

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Current Status <ul style="list-style-type: none"> ○ Deals ○ Inventory ○ Issues | <ul style="list-style-type: none"> • Changes <ul style="list-style-type: none"> ○ People ○ Products ○ Pricing ○ Promotions | <ul style="list-style-type: none"> • Looking Forward <ul style="list-style-type: none"> ○ Forecast ○ Orders |
|--|--|---|

6.2 Product and Support Updates

Following on the quarterly management meeting, we will provide an update to be delivered to the market, which can include your broader operational staff such as sales, marketing, and field staff.

These updates will be more focused and include:

- New product updates
- New features
- Identified issues and resolutions
- Resource updates
- High level training

We will deliver this updated in the following ways:

- Email summary with links to more details
- Presentation over a video conference