

Building a better business

The PR electronics

Partnership Program

PERFORMANCE
MADE
SMARTER



TEMPERATURE | I.S. INTERFACES | COMMUNICATION INTERFACES | MULTIFUNCTIONAL | ISOLATION | DISPLAY

PR
electronics

Partnering to challenge conventions *and meet market demands*

The specialist in signal conditioning solutions and communication interfaces

At PR electronics, we strive to always challenge conventions in order to create higher performing solutions. We do this to provide process engineers everywhere with improved signal conditioning technologies in six core areas: Temperature, Intrinsic Safety Interfaces, Communication Interfaces, Multifunctional, Isolation and Display. By focusing on these key business areas we are able to provide our customers with site-standard solutions that enable them to communicate with, monitor and connect process measurement points more efficiently and cost-effectively.

Our devices are built on core technologies with a history of proven performance and deliver excellent long-term accuracy, low power consumption, high reliability in any environment and unrivalled EMC immunity. This ensures that our solutions are strong today and ready for tomorrow.

We are a global company with offices and authorized partners the world over. Headquartered in Denmark, we pride ourselves in being a local business with a global reach. Partnerships are vital to us in delivering our products and solutions to customers on six continents.

Our partnership program offers solutions, training, tools, and support to help you succeed within your country or country region. By working together we can build customer relationships and create solutions that better meet market demands.

Our Promise to you - PERFORMANCE MADE SMARTER

PR electronics is a leading technology company specializing in making industrial process control safer, more reliable and more efficient. Since 1974, PR electronics has been driven by curiosity and product innovation. Our innovative, patented technologies are derived from our extensive R&D facilities and our thorough understanding of our customers' needs and processes.

We sum up our promise with the tagline: PERFORMANCE MADE SMARTER. Smart performance means enabling project and maintenance engineers to manage the process smarter, more intuitively and cost effectively through easily deployable and highly accurate devices.





Building successful business *through partnership*

Working together to increase our success

Partnership is a key part of our global strategy. Building trust among our customers and other stakeholders is a vital element in our daily business. With 40 years of experience in developing, promoting, selling and servicing our customers, we have gathered valuable knowledge on how to be successful with our product portfolio.

This knowledge is the foundation for the partnership and is the fuel to insure the partners' business growth and being successful with our portfolio.

Expect the best, get the best

With our One Company culture, every PR partner gets full access to our industry knowledge and is integrated into the complete PR network. Each partner is treated on equal terms as our subsidiaries.

An Authorized Partner logo for partners will demonstrate to customers who officially have a committed dedicated PR sales team that deliver our total sales experiences.

Our approach to partnership

The PR partnership program is based on a concept of learning, providing great customer experiences and mutual investment. Each of our partners invests in a dedicated PR sales team - PR in turn invests in supplying them with the training and tools to be successful. Our partners are given the valuable knowledge, sales skills and promotion of our organizational experience and the needed information to embed PR into the partner's sales team.

Our partner benefits include:

- Market-leading high quality products and solutions
- Personalized pre- and post-sales technical support, including I.S. specialists
- Access to PR electronics' product e-learning platform
- Participation in PR's seminars and product launch events
- Training in PR Sales Guide
- Access to distributor-specific marketing materials and sales tools
- Solid Return on investment

A portrait of Kim Rasmussen, a middle-aged man with short brown hair and blue eyes, smiling. He is wearing a dark suit jacket over a white collared shirt. The background is a blurred image of a modern building with a glass facade and a staircase.

"Partnering with local representatives is part of our globalization strategy, and it will bring us closer to our customers in areas where we are more lightly represented today... customers in these areas will be able to get support and talk to a PR representative who is close by and speaks the local language".

PR electronics' owner
Kim Rasmussen



A smarter way to invest *in your business*

Structuring your business to maximize the potential of PR

Our goal alongside our PR partners is to create a separate and dedicated PR sales team/unit with support from other departments within your organization.

Your independent team uses our proven-in-use sales strategy daily to develop sales in your market and capitalize on the full potential of the PR electronics product portfolio.

Each partner's management team is responsible for implementing the overall business plan. Evaluation of the implementation and on-going team/units performances will be done

in combination with the PR assigned sales manager.

Being part of our partner network puts great demands on a partner's culture. A partner needs to be financially strong and have developed a coaching leadership style that can support and develop people's performance and skills.

All in all, the program ensures a low risk and easy integration of the partner into our high performing partner network.

Who can become a PR electronics partner?

It is important to us that each of our partners fit into our "One Company Culture" and dedicated high-performing partner network. If you fit the criteria you may have the opportunity to become a PR electronics partner:

- You deliver great customer experiences
- Your business is based on openness, trust, willingness, responsibility and transparency
- You know the factory automation or instrumentation business and can produce business in many different industries with a strong and direct relationship with end-users, integrators/installers, EPC, machine builders, and OEMs
- Focus on a sales strategy that grows day-to-day business by expanding your buying customer base



"PR sales strategy helped us to fully take advantage of the sales potential of the PR product portfolio. Even as a relatively new startup partner, PR gives a lot of tools to help us develop our sales and reach the targets as well as a fast education for our dedicated PR sales personnel"

Ufuk Yildiz

General Manager - INC Endüstriyel Ürünler Ltd., Turkey

The PR approach to *creating our partnerships*

The application process

In order to ensure that the partnerships we create will benefit and help mutually grow our businesses we have created a simple application process. The process for entering the PR electronics partner program consists of 5 steps:

1 Partner request form

The request form is our main tool to evaluate if a potential partner's DNA matches our views on the basic values required in a successful business relationship, such as openness, trust, willingness, responsibility and transparency. The potential partner's answers in the request form will help give a clear and accurate view of the partner's DNA and culture. The completed request form will be treated as confidential information.

2 Partner evaluation report

The next step in the process is an evaluation report, which will help us determine how a potential business relationship can start and how to proceed with the process of entering the partner into the partner network. This evaluation is based on the answers in the request form. Our partner barometer and scoring report gives us a clear viewpoint of the possibilities.

3 Confidential agreement

If there - based on the outcome of the partner evaluation report - is mutual agreement to proceed, the next step is the signing of a confidential agreement. Signing a confidential agreement is important as the information includes our business plan, the partner ROI and contract - delicate information from both the perspective of our new partner and PR electronics.

4 Partner business plan, ROI and contract

The potential partner needs to fill in the partner business plan and the ROI templates and read through the contract prior to signing the contract. The appointed PR sales manager will support the partner during this process.

5 Executing the startup

The startup implementation plan is executed including implementation the business plan, startup package, certifying the salespeople, partner logo, listing on PR's website, partner reporting setup, etc.

As partner in the Netherlands we join the benefits of PR electronics professionalism. High level of intimacy in our relationship on many levels: education, sales & marketing, strategy, logistic, quality and operation. It results in mutual commitment and focus on being successful with "their" products in "our" market now and in the near future.

Peter van der Bruggen
Sales Director, Vierpool B.V.





The power of *great partnership*

- the partnership package

We value our partner's commitment and willingness to become successful with PR. Our goal is to foster, build and grow a mutually profitable long-term business relationship from the very start through our partnership program. The partner invests in dedicated staff, minimum stock, demo equipment, marketing material and sales tools. PR electronics delivers each partner an individual and customized package including the following:

- Business plan incl. market coverage plan, sales targets, partner KPI
- Proven-in-use sales strategy
- Implementation plan
- Start-up package incl. initial stock, sales tools, marketing material, etc.
- PR sales academy certification plan
- Marketing plan
- Management tools
- Authorized partner logo

When the partnership has been made official, we are ready to provide our mutual customers with a wide range of cutting edge products that are used to solve even the biggest signal conditioning challenges - the benefits include:

- The highest signal integrity from measurement point to control system
- Maximum uptime
- Easy and cost-effective deployment and monitoring with intuitive communication interfaces
- Site standard devices that are easily programmable to suit specific applications
- A 5-year warranty and day-to-day delivery

Contact us

Joining PR electronics partner network will provide you with the strength, resources and global reach of one of the strongest signal conditioning specialists.

For more information visit
prelectronics.com/partner



PR electronics



**Benefit today from
PERFORMANCE MADE SMARTER**

PR electronics is the leading technology company that specializes in making industrial process control safer, more reliable and more efficient. Since 1974 we have been dedicated to perfecting our core competence of innovating high-precision technology with low power consumption. This dedication continues to set new standards for products that communicate, monitor and connect our customers' process measurement points to their process control systems.

Our innovative, patented technologies are derived from our extensive R&D facilities and our thorough understanding of our customers' needs and processes. We are guided by principles of simplicity, focus, courage and excellence, enabling some of the world's greatest companies to achieve PERFORMANCE MADE SMARTER.