

**BOSE**

PROFESSIONAL

# PRM

PARTNER RELATIONSHIP MANAGEMENT PROGRAM





## THE BOSE PROFESSIONAL PRIORITY

Founded on the belief that innovation begins with exploration, Bose Professional is dedicated to delivering the simplest path to incredible sound. The company's spirit of invention is focused on creating systems that are easy to design, install, and operate for performance, commercial, and conferencing applications. These systems can be heard all around the world; in workplaces, houses of worship, universities, restaurants, retail stores, hotels, performing arts centers, and more. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers, and consultants to build unforgettable audio experiences.

## PROGRAM OBJECTIVE

Bose Professional is committed to collaborating with you to enrich and grow your business. As our partner, your success is our success. We are dedicated to providing you with product training and certification, design and technical service, sales and marketing tools, and targeted incentives. All developed to support your business, giving you the opportunity to excel in a competitive market.

If you want to go fast, go alone;  
but if you want to go far,  
**GO TOGETHER.**  
- AFRICAN PROVERB






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**Reseller partner portal**

Online registration for immediate access to product details, solutions and training materials.

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**Volume incentive rebate (VIR)\***

Earn rebates when you meet/exceed defined annual sales goals.

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**Project registration discount**

Opportunity for project discounts, when leading with Bose Professional, and specifying Bose Pro product solutions. Offers you a clear margin advantage.

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**Demonstration gear\***

Discounted pricing for demonstration products supports your presales efforts, and may accelerate closing the sale. You may also acquire demonstration gear to feature in your office spaces.

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**Qualified leads**

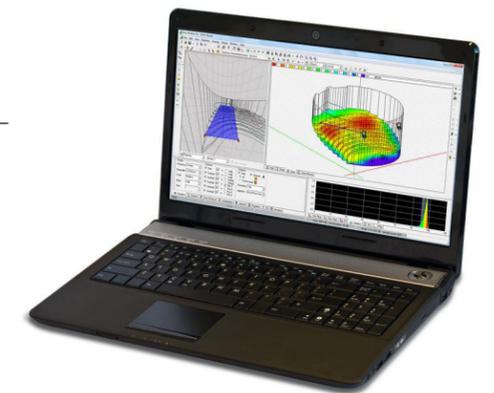
Bose Professional Business Development team accesses prospecting tools and prequalifies leads from a range of sources; BoseProfessional.com, external databases, and events, before sharing opportunities with you.

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**Bose Professional pre/post sales design support**

Easy access to Business Music Systems Designer (BMSD) tool, Modeler designer software, Tech Data Sheets, CAD files and Architect's & Engineering Specifications. Personal support when needed from talented Bose Professional Design Center team.

Access to on-site support for large projects.




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**Multiple training methods to meet your needs and style**

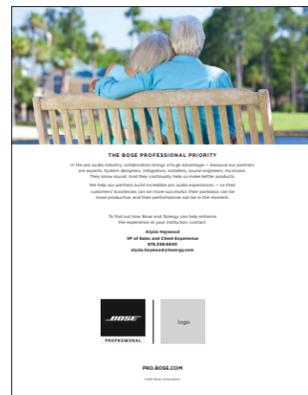
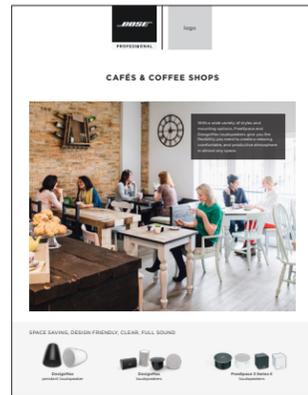
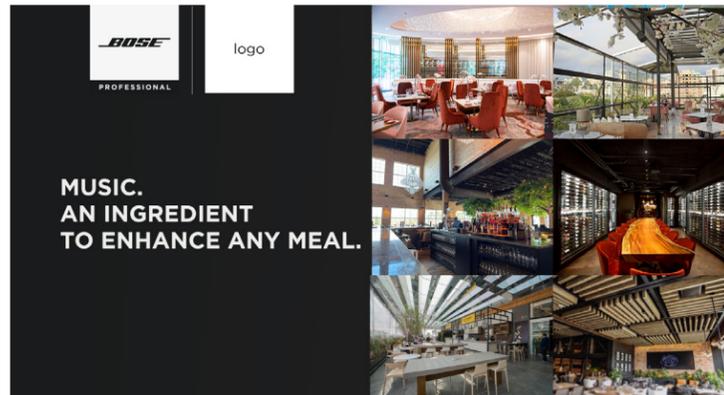
On Demand, Instructor Led and Webinars. Many offer training certification and/or AVIXA renewal credits.

Access to live and tailored portfolio trainings.



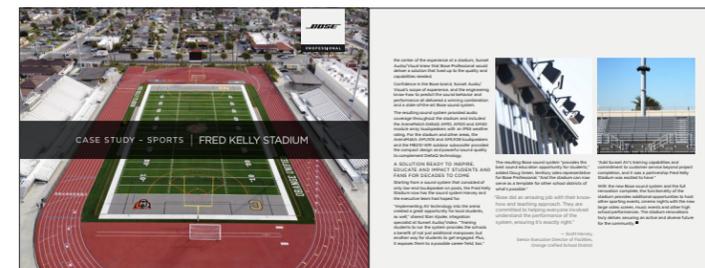
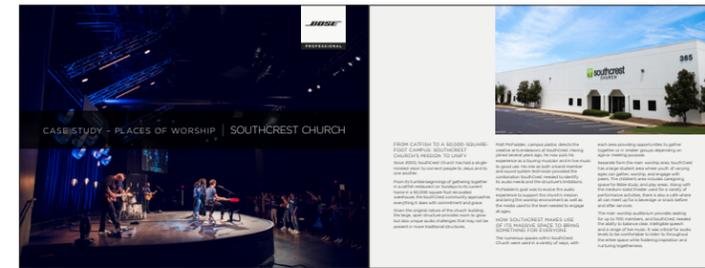
**Co-branded marketing assets**

Offer open files for co-branding and custom Call-to-Action.



**Installation case stories and press coverage throughout the year**

Distributed to industry press, posted on social media platforms and BoseProfessional.com. Files available for reseller distribution. No charge to reseller.



**Investment in annual co-marketing plan\***

Collaborate with partners to implement plan that builds awareness and demand through digital presence, social media, training and customer-focused events (i.e., open house, sales meetings).

\*Program available in limited countries. Please contact your local Bose Professional office for details.



CONTACT US

[BoseProfessional.com](https://www.boseprofessional.com)