



2017 Dealer Business Growth Manual

Pricing • Sales Programs • Marketing Resources

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2017 Dealer Business Growth Manual • Updated 2.17.17

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If you don't know who to call, start with Customer Support.
If they cannot answer your question, they will get you to
someone who can.

Retail Promotions (Section C)

- **NEW!** \$500 Pioneer E- and S-Series Instant Rebate
Effective March 1, 2017 to June 30, 2017
See [page C15](#) for complete details



- **February 1:** The following promotions and incentives began
 - \$250 LZE Spring Fleet Dealer Incentive
 - \$75 Radius Dealer Salesperson Incentive FOR ELIGIBLE DEALER SALESPEOPLE ONLY
 - \$100 New Mini-Fleet Dealer Salesperson Incentive FOR ELIGIBLE DEALER SALESPEOPLE ONLY
 - \$200 New Fleet Dealer Salesperson Incentive FOR ELIGIBLE DEALER SALESPEOPLE ONLY
 - \$1,000 Navigator Instant Rebate
 - \$500 Vantage Instant Rebate
 - \$500 Instant Rebate on Select Lazars

Corrections and Updates

The following corrections and updates have been made in the 2017 DBGM:

- Page B11: Clarifications made on who qualifies as a new customer
- Page I9: Turf Management Fleet Program pricing corrected
- Page I17: Link to 2017 GSA Pricing added

Closeouts (Page B4)

Closeout list has been updated.

The closeout list is updated each week on www.lepco.biz, but always call for availability.



Closeouts



Please check
availability on all
units before making
commitments.



Closeouts
are updated
regularly online
at www.lepco.biz.

Qty	Model #	Description	Retail Price	Special Dealer Cost
Quest				
36	QTE708GEM54100	54" Exmark 708 Engine, Series 1 Stamped Deck	\$3,499.99	\$2,799.99
Pioneer				
27	PNS740GKC604A4	60" Kohler ZT740, Ultra Cut Series 4 Fabricated Deck, Suspension Seat, Narrow Pneumatic Front Casters	\$7,999.99	\$6,399.99
Lazer E-Series				
10	LZE801GKA72RA1	72" Kawasaki FX801V, REAR DISCHARGE DECK, Suspension Seat, Wide Semi-Pneumatic Front Casters	\$9,999.99	\$8,499.99
Turf Management				
1	SG200HN	Stump Grinder, 210 cc Honda GX210	\$1,999.99	\$1,499.99
Propane (2014 Model Year)				
6	TTX680PKCE604	60" X-Series, Kohler PCV680 EFI, Series 4 Deck Included	\$9,999.99	\$7,499.99
1	LZS740PKC724	72" Kohler PCV740 EFI, Ultra Cut Series 4 Deck	\$12,999.99	\$9,749.99

**B. Terms & Special Dealer
Order Programs**

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2017 Dealer Salesperson Incentives

What are Dealer Salesperson Incentives?

LEPCO is offering financial incentives to Turf Star and Qualified LAO Dealer salespeople who attended the 2017 Exmark Sales & Product Training Day AND completed the required courses on Exmark University.



Sales Incentives

Incentives:

- **\$75 for each Radius** sold between February 1, 2017 and June 30, 2017
 - This incentive also applies to sales of leftover Pioneer E- and S-Series units.
 - Turf Star and Qualified LAO Dealers Only
- **\$100 for each NEW Mini-Fleet Sale** sold between February 1, 2017 and June 30, 2017
 - **Eligibility of being a NEW customer must be verified by contacting your LEPCO Territory Manager or Inside Sales Representative prior to the mini-fleet sale.** Have the following information ready to provide: Business Name, Name of Customer, Address and Phone Number. "New" is defined as a customer who has not purchased Exmark products in the past 5 years. In order for a customer to be considered as a New Mini-Fleet Customer they must be a new (non-current) fleet program purchaser who makes a qualifying purchase into the 2017 Mini-Fleet Program and who has not purchased Exmark products in the past 5 years. New customers will be validated against Exmark's current customer database.
 - Turf Star Dealers Only
- **\$200 for each NEW Fleet Sale** sold between February 1, 2017 and June 30, 2017
 - **Eligibility of being a NEW customer must be verified by contacting your LEPCO Territory Manager or Inside Sales Representative prior to the fleet sale.** Have the following information ready to provide: Business Name, Name of Customer, Address and Phone Number. "New" is defined as a customer who has not purchased Exmark products in the past 5 years. In order for a customer to be considered as a New Fleet Customer they must be a new (non-current) fleet program purchaser who makes a 12-point purchase into the 2017 Fleet Program and who has not purchased Exmark products in the past 5 years. New customers will be validated against Exmark's current customer database.
 - Turf Star Dealers Only

Who is eligible to receive the incentives?

Turf Star and Qualified LAO Dealer salespeople who attended Exmark Sales & Product Training Days AND completed the required courses on Exmark University (identified below) are eligible for the incentives.

Exmark University Requirements

Complete Radius course by March 15, 2017 to be eligible for \$75 Radius Incentive
Complete Lazer course by March 15, 2017 to be eligible for \$100 Mini-Fleet or \$200 Fleet Incentive

How do I claim my incentives?

In January 2017, Turf Star and Qualified LAO Dealer salespeople who are eligible for the incentives based on training attendance and Exmark University completion will receive information about the claim website.

- LEPCO will require all eligible/participating dealer salespeople to submit a W-9 prior to receiving any payments.
- Dealer salespeople must log onto the site to claim each incentive.
- LEPCO will approve claims based on sales documentation and product registrations on Exmark's Claim Central.
- Incentives will be paid out monthly directly to the dealer salesperson during the incentive timeframes.
- All incentives must be claimed within 14 days of the incentive timeframe.



Contact your LEPCO Territory Manager or Inside Sales Representative for more information regarding the incentives and/or your eligibility.

B. Terms & Special Dealer
Order Programs

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End-User Retail Promotion Summary Chart

Promotion Description	Eligible Products	Eligible Customers	Start Date	End Date	Claim Deadline	Offer	Dealer Share	Reimbursement Process
Radius National Promotion Price	RAE708GEM48300 RAE708GEM52300 RAE708GEM60300	All	11/1/16	10/31/17	N/A	RAE708GEM48300 Nat. Promo Price \$4,999 RAE708GEM52300 Nat. Promo Price \$5,599 RAE708GEM60300 Nat. Promo Price \$5,999	N/A	N/A See page C5
LZE National Promotion Price	LZE751GKA524A2 LZE751GKA604A1	All	11/1/16	10/31/17	N/A	LZE751GKA524A2 Nat. Promo Price \$8,999 LZE751GKA604A1 Nat. Promo Price \$9,499	N/A	N/A See page C5
LZE Regional Promotion Price	LZE732GKC524A2 LZE742GKC604A3	All	11/1/16	10/31/17	N/A	LZE732GKC524A2 Nat. Promo Price \$8,499 LZE742GKC604A3 Nat. Promo Price \$8,999	N/A	N/A See page C5a
\$1,000 UTV Instant Rebate	UTS500AAC00000 and UTS700AAC00000	All	11/1/16	10/31/17	11/30/17	\$1,000 Instant Rebate	\$300	Not-Automated Paper Claim Required See page C6
\$500 UTV Accessories Promotion	UTS500AAC00000 and UTS700AAC00000	All	11/1/16	10/31/17	11/30/17	\$500 in UTV Accessories	\$0	Not-Automated Paper Claim Required See page C8
\$1,000 Navigator Instant Rebate	Navigator Units (SN 312,000,000+)	All	2/1/17	6/30/17	7/14/17	\$1,000 Instant Rebate	\$300	Automated Based on Registrations See page C10
\$500 Vantage Instant Rebate	Vantage Units (SN 312,000,000+)	All	2/1/17	6/30/17	7/14/17	\$500 Instant Rebate	\$150	Automated Based on Registrations See page C11
\$500 Spring Instant Rebate for 2016 Fall Special Units	Select Lazer models - See page C12 for a complete list	All	2/1/17	6/30/17	7/14/17	\$500 Instant Rebate	\$200	Automated Based on Registrations See page C12
NEW! \$500 Pioneer E- and S-Series Instant Rebate	PNE and PNS Units (SN 312,000,000+)	All	3/1/17	6/30/17	7/14/17	\$500 Instant Rebate	\$200	Automated Based on Registrations See page C15
\$300 60" Quest Instant Rebate	Quest 60	All	4/1/17	6/30/17	7/14/17	\$300 Instant Rebate	\$0	Automated Based on Registrations See page C13
Exmark Blade Promotion	Exmark OEM Blades	All	3/1/17	6/30/17	N/A	20% Off \$150+ Purchase of Exmark OEM Blades	N/A	N/A See page C14

\$500 Pioneer E- and S-Series Instant Rebate

Why is this promotion important?

- This promotion encourages sales of one of Exmark's most popular units for acreage owners.

PIONEER

When is the promotion?

March 1, 2017 through June 30, 2017

What is the promotion?

Customers will receive an instant \$500 off LEPCO's published sale price on all new (not previously registered) **Pioneer E- and S-Series** models (SN 312,000,000+).

LEPCO's Publish Sale Price - \$500 = Customer's Unit Cost

What units qualify?

All new (not previously registered) **Pioneer E- and S-Series** models (SN 312,000,000+).

Who is a qualifying customer?

All customers who purchase a qualifying unit during the promotion period are eligible for this instant rebate.

How will the promotion be advertised?

- Advertised on www.exmark.com as a regional promotion.

What are the dealer cost share and reimbursement amounts?

- Dealer Cost Share = \$200
- Dealer Credit to LEPCO Open Account = \$300

How do I submit rebate claims?

- Dealers register qualifying units online at Exmark's Warranty Central (<https://www.exmark.com/online/dealer/start.asp>) by July 14, 2017.**
- Dealer registers the sold unit on Warranty Central - choosing "Promotion" from the rebate type drop-down menu. EZ-Link Dealers must include INVOICE-PROMO as a line item on their invoice to the customer.
- Units registered after July 14, 2017 will not be processed for reimbursement.
- LEPCO will credit \$300 to dealers' Open Accounts for each qualified unit sold between March 1, 2017 and June 30, 2017.
- Dealers "Marketing Program Claims Contact" will be emailed notification when a rebate eligible sale has been received and when a credit has been issued.
- Dealers DO NOT need to submit any additional paperwork to receive their credit

**AUTOMATED
CLAIM PROCESS**
THROUGH ONLINE
REGISTRATIONS



Dealers that have installed EZ-Link for Exmark will receive credits for this promotion automatically from LEPCO.

**C. Special Promotions
& Order Programs**

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What else should I know?

- Sold units must be paid off of Red Iron Acceptance floor plan before credits will be issued. Units not paid within 60 days of the sale (or 30 after the end of the promotion, whichever comes first) will no longer be eligible for credit.
- Rebates for this program cannot be combined with other previously published support programs such as Bid Assistance, Fleet, National Account or the Zero Downtime Demo Support Program.
- Instant rebate amounts must be printed on the retail customer invoice. Exmark and/or LEPCO reserve the right to request a copy of the retail customer invoice showing qualified units purchased with the \$500 instant rebate off LEPCO's sale price applied.

NEW! Turf Management Fleet Program - Turf Star Dealers



Why is the Turf Management Fleet Program important?

- In an effort to increase the attractiveness of multi-unit fleet purchases of Exmark Turf Management products, Exmark is pleased to offer lawn service companies a discount for qualifying orders.

What customers qualify for the Turf Management Fleet Program?

- A single customer qualifies for the Turf Management Fleet Program by purchasing a **minimum of 5 points** in any combination of eligible new Exmark Turf Management units from a single dealer, and who is not eligible for the Bid Assistance Program (See [page 13](#)).

What units qualify for the Turf Management Fleet Program?

- See chart on this page for a complete list of qualifying units and accessories, their respective fleet points, set fleet prices, and corresponding dealer rebate amounts.
- EXCEPTIONS:**
 - Accessories purchased on separate invoice from qualified whole goods **DO NOT QUALIFY**

How much equipment must be purchased to qualify for the Turf Management Fleet Program?

- Single customer purchases a **minimum of 5-points** worth of eligible new Exmark Turf Management units on a single invoice from a single dealer.
- Note: This is a one-time discount and customers must requalify with each purchase.

What discount must be given for the Turf Management Fleet Program?

- See chart on this page for a complete list of qualifying units and accessories, their respective fleet points, set fleet prices, and corresponding dealer rebate amounts.
- Note: This is a one-time discount and customers must requalify with each purchase.

How much is the dealer reimbursement credit for the Turf Management Fleet Program?

- See chart on this page for a complete list of qualifying units and accessories, their respective fleet points, set fleet prices, and corresponding dealer rebate amounts.

TURF MANAGEMENT UNITS				
Model Year	Model	Fleet Points	Highest Turf Mgt Fleet Price	Turf Mgmt. Fleet Rebate
F17	ARX541CKA30000	4	\$9,269.00	\$824.00
F16	ARX481CKA30000	4	\$9,089.00	\$808.00
F17	ARS180CKA21000	2	\$3,599.00	\$320.00
F14	ARS180KA21	2	\$3,509.00	\$312.00
F14	SAR481KA30	4	\$8,639.00	\$768.00
F17	BRS270CKC36000	2	\$3,689.00	\$328.00
F14	BR270KC36	2	\$3,599.00	\$320.00
F17	SSS270CSB00000	4	\$8,729.00	\$776.00
F17	SDS270CSB20000	2	\$3,599.00	\$320.00
F14	SD270SB20	2	\$3,509.00	\$312.00
F13	SG200HN	2	\$2,249.00	\$200.00
TURF MANAGEMENT ACCESSORIES				
Model	Description	Fleet Points	Highest Turf Mgt Fleet Price	Turf Mgmt. Fleet Rebate
116-8227	KIT - SNOW CAB	0	\$269.00	\$12.00
116-8228	KIT-CASTER, TURF BROOM	0	\$449.00	\$20.00
116-8229	KIT-DEFLECTOR, BROOM 3'	0	\$179.00	\$8.00
116-8230	KIT-DEBRIS BOX, BROOM 3'	0	\$899.00	\$40.00
116-8232	KIT-WAFERS, SNOW BROOM BL	0	\$359.00	\$16.00
116-8233	KIT-WAFERS, GRASS BROOM Y	0	\$359.00	\$16.00
116-8234	KIT - LIGHT	0	\$179.00	\$8.00
121-6080	WEIGHT-AERATOR	0	\$128.00	\$6.00
126-0023	POWER KIT, BROOM WB ELECT	0	\$323.00	\$14.00
126-3143	SCREEN-HOPPER-LARGE HOLE	0	\$71.00	\$3.00
126-3242	SCREEN-HOPPER-SMALL HOLE	0	\$71.00	\$3.00
126-6000	MULTI-PURPOSE BAG ASM	0	\$247.00	\$11.00
126-8155	30FT HOSE AND TRAY ASM	0	\$134.00	\$6.00
126-8160	SPRAY WAND ASM	0	\$116.00	\$5.00

I. Bid / Fleet / Nat'l Acct / Corp Acct / GSA / PA State Contract

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How do I submit Turf Management Fleet Program claims?

- Dealer gives Turf Management Fleet discount** to qualifying customer.
- Dealer registers the sold unit** on Warranty Central - choosing "Fleet" from the rebate type drop-down menu. Registration will occur automatically for dealers who utilize the EZ-Link System. EZ-Link Dealers must include INVOICE-FLEET as a line item on their invoice to the customer.
- Dealer submits claim on Claims Central within 60 days from the date of sale.**
 - [Click here](#) to go to the Dealer Extranet or click Login > Dealer Login on www.exmark.com
 - Once logged in to the Dealer Extranet, go to the Sales and Marketing drop down and choose Claims Central.
 - Click the "Create Claim" tab and then choose "TM Fleet" from the "Which program is this claim for?" drop-down menu.
 - Follow the instructions on each step of the claim process, including uploading an image copy of the dealer's invoice to the customer.



**Claims Central User Guide
and Instructions**

What else should I know?

- TM Fleet Sales **ARE NOT eligible** for add-on sales, \$1,000 New Fleet Dealer Incentive, Grow to Fleet Program.
- Turf Management units are still eligible to be included in 12-Point Standard Fleet Sales or 7-Point Mini-Fleet Sales, instead of the Turf Management Fleet Program, if enough eligible Exmark equipment is combined to meet the point minimums.
- The TM Fleet Program **CANNOT** be used in conjunction with any other programs or promotions that may be in effect at the time of sale (ex: Rebates, Zero Downtime Demo Support Program).
- Purchase orders must call for complete delivery of the 5-point minimum order within 60 days (subject to availability).
- No "pooling of orders" is allowed among multiple end-users including purchasing groups and leasing agencies. Subject to audit.
- Sold units must be paid off of Red Iron Acceptance floor plan before credits will be issued. Units not paid within 60 days of the sale will no longer be eligible for credit.



Contact LEPCO Inside Sales at 1-800-365-3726 with questions about your Fleet Program Sale or Claim.

GSA Program - Turf Star Dealers Only

Why is the Exmark GSA Program important?

- Increases dealer sales to federal government agencies.



What organizations qualify for the GSA Program?

- Federal Military Bases
- Government Offices
- Post Offices
- Highway Maintenance Crews
- Federal Parks
- National Cemeteries
- VA Hospitals
- Federal Golf Courses
- Other Federal Facilities

What units qualify for the GSA Program?

- [Click here](#) to see a list of qualifying GSA units and their corresponding prices.

What discount must be given for the GSA Program?

- [Click here](#) to see a list of qualifying GSA units and their corresponding prices.

What is the process for GSA Sales?

- Federal agency or organization submits a purchase order to Earle Kinlaw Associates, Inc (EKA)
- EKA forwards the purchase order to LEPCO, who then forwards the purchase order to the nearest Turf Star Dealer for fulfillment along with specific fulfillment instructions.
 - All GSA purchase orders must go through EKA. If you feel as though a federal agency has come to you directly, please contact LEPCO immediately.
- LEPCO works with dealer to acquire product for delivery.
- Dealer assigns serial numbers to the unit numbers and adds this information to the purchase order.
- Dealer delivers equipment and acquires a signature on the purchase order from the receiving agency as proof of delivery. No payment is made by the agency.
- Dealer generates an invoice indicating the GSA price and forwards invoice to LEPCO. Do not give a copy of the invoice to the branch/location or their main office.
- Dealer registers each unit online.
- Dealer submits claim to LEPCO for reimbursement. See instructions below.

I. Bid / Fleet / Nat'l Acct / Corp Acct /
GSA / PA State Contract

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How do I submit GSA Program claims?

- Dealer follow the fulfillment process** indicated above.
- Dealer submits claim to LEPCO within 60 days of the date of sale with the following support documentation.
 - ~ Dealer Sales Invoice to Customer
 - ~ Copy of Government Purchase Order: Including delivery confirmation signature.
 - ~ Copy of Registration: Completed online and printed
- Mail, Fax or Email Documentation to:
LEPCO - Attn: GSA
PO Box 466
Marietta, PA 17547
Fax: 1-800-825-8825
Email: rebates@lepcoco.com



Contact LEPCO Inside Sales at 1-800-365-3726 with questions about your GSA Sale or Claim.

What else should I know?

- Dealer must fully assemble and service all units prior to delivery. Dealer must keep adequate parts in stock to handle all warranty repairs. All parts and service support will be handled by the dealer at prices and terms agreed to by the dealer and the agency. Parts and service invoices should be sent directly to the individual agencies. Standard Commercial Warranty applies to all products.
- The GSA Program cannot be used in conjunction with any other programs or promotions that may be in effect at the time of sale (ex: Rebates, Zero Downtime Demo Support Program).
- Sold units must be paid off of Red Iron Acceptance floor plan before credits will be issued. Units not paid within 60 days of the sale will no longer be eligible for credit.

Be sure to be in touch with LEPCO if you are working with a federal government agency on a sale. LEPCO needs to be aware of pending orders so that the purchase order is forwarded to your dealership when it is submitted.