



**Woodstock Chimes®**

# *Elite Dealer*



*Exclusive Discounts  
for Dedicated  
Customers!*

**[www.WoodstockChimes.com](http://www.WoodstockChimes.com)**

# Best In Class

Woodstock Chimes is committed to providing you with quality chimes and musical gifts. Excellence, innovation, design and unparalleled customer care are the ways we strive to enhance your buying experience, and that is important to us. Our “Best in Class” retailers are professional and enthusiastic, and they provide well marketed venues and buying incentives. You are a consumer’s first experience of Woodstock Chimes - our ears to the world.

To thank you for all that you do, we created the Woodstock Elite Dealer Program. It is our hope that through this program and the partnership we have developed, our relationship will continue to grow for many years.



*“I am equally proud of our products AND the people who sell them. Elite Dealers are the most successful Woodstock Chimes retailers and here’s why: Elite Dealers know our products and know their customers, thereby creating a beneficial harmony for everyone. As a Woodstock Elite Dealer, you are joining a select group of retailers who are rewarded for doing what they do best. Thank you for being one of the best.”*

Garry Kvistad  
Founder and Owner

# Elite Dealer Program

## Eligibility Requirements

Each October 1<sup>st</sup> we qualify Elite Dealers based on their orders of shipped products during the prior 12 months. Woodstock Chimes' Elite Dealer Program runs for one fiscal year, from October 1<sup>st</sup> through September 30<sup>th</sup>.

To qualify for the Elite Dealer Program, retailers must maintain a brick-and-mortar storefront and must purchase \$5,000\* of invoiced product (less discounts and shipping). This program is not available for internet only resellers.

Account records are reviewed on October 1<sup>st</sup> to confirm the qualifying \$5,000\* order level has been attained over the prior 12-month period. To qualify for Elite Dealer status, orders must be placed by September 1<sup>st</sup> and shipped by September 15<sup>th</sup>. As long as the requirement has been met, Elite Dealer membership benefits will apply for the next fiscal year.

Accounts must maintain the minimum order requirement to remain in the Elite Dealer Program.



*Windchimes and so much more...*



\*\$1,500 for retailers who purchase Woodstock Music Collection exclusively

 **Woodstock Chimes®**

# Program Benefits

## *Net 60 Payment Terms*

- Terms subject to credit approval
- If credit terms are not approved, credit card or prepayment terms apply
- If 5% discount is waived to take advantage of another program, Net 60 terms will still apply, if approved

## *5% Discount (7.5% during Dating Specials\*)*

- Customer may waive 5% discount to accept terms of another program (i.e. periodic free freight offers)
- Discount applies to total cost of products only, freight excluded
- Other sales programs or discounts cannot be combined with Elite Dealer discount, unless specified

## *Dating Specials*

- Winter and summer dating specials
- 7.5% discount and Net 90 terms (upon approval) on orders over \$1,000\*\*

## *Free Marketing Materials*

- Displays for the exclusive use of Woodstock products
- Signs, hangers and hooks will be provided at no cost for display purposes (not to resell)
- Window cling will be provided

## *Demo Samples (Music Collection only)*

- For every \$1,000 of Woodstock Music Collection products purchased, a \$50 credit toward demo samples will be earned, freight excluded
- Samples must be ordered separately using the PO - DEMO SAMPLES
- Credit expires annually on September 30<sup>th</sup>

## *Website Links*

- The Retail Store Locator on our website will include store location information for accounts that have received shipments in the last nine months
- Your Elite Dealer status will be indicated when you log on to [www.WoodstockChimes.com](http://www.WoodstockChimes.com) and your progress toward Elite Dealer status for the following fiscal year will also be displayed

## *Co-op Advertising*

- 5% of sales volume based on previous fiscal year performance, not to exceed \$1,000
- TV, Print, Online Display and Outdoor media are accepted forms of advertising
- A copy of the ad and the invoice must be sent to Woodstock Percussion, Inc. with request for credit
- Credit will be calculated based upon percentage of ad showing Woodstock Chimes products and branding
- Upon receipt of requirements, payment will be issued in the form of a credit to the account
- Credit expires annually on September 30<sup>th</sup>

## *New Product Previews*

- Previews will be emailed approximately one month prior to the winter and summer trade show season
- Additional emails, mailings and/or promotions will be sent out periodically throughout the year

## *Training*

- In-store training by a company representative or local sales representative

## *Priority Shipping Status*

- As an Elite Dealer, shipments will be prioritized accordingly
- Back orders will be filled on a priority basis (back orders under \$50.00 will be cancelled)

\*On orders over \$1,000 (\$400 for retailers who purchase Woodstock Music Collection exclusively)

\*\*\$400 for retailers who purchase Woodstock Music Collection exclusively

# Contact Information



## Customer Care

(800) 422-4463 or (845) 657-6000  
Fax: (800) 974-0622 or (845) 657-7207

## Mailing Address

Woodstock Percussion, Inc.  
167 DuBois Road  
Shokan, NY 12481

## Email Orders

orders@WoodstockChimes.com

## Questions

woodstock@WoodstockChimes.com



[www.WoodstockChimes.com](http://www.WoodstockChimes.com)



*All terms and conditions of this program are subject to change.  
Enrollment in the Elite Dealer Program is solely  
at the discretion of Woodstock Percussion, Inc.*