

Ocean Technology Systems

Dealer of Record Program

2013

The Dealer Of Record Program is designed to support Gold: OTS Public Safety Dealers who are going the extra mile to promote, and the gain business of Government (non-military) and Public Safety Dive Teams for OTS products.

About the Program ...

Once a dealer has bought in to the OTS Public Safety Dealership (GOLD Level Dealer), Dealer is given the opportunity to participate in the OTS Dealer of Record Program (DOR). It's no secret there is an ongoing battle amongst dive shops to gain the business of Public Safety Dive Teams and other Government customers. Furthermore, most of these professionals are required to adhere to special guidelines, such as bidding, in order to purchase equipment. Consequently dealers who often initiate the sale, on occasion will lose the sale once the order goes out to bid.

Because of this, OTS hopes that aggressive dealers who take initiative can have more assurance in securing their sale by utilizing the DOR program.



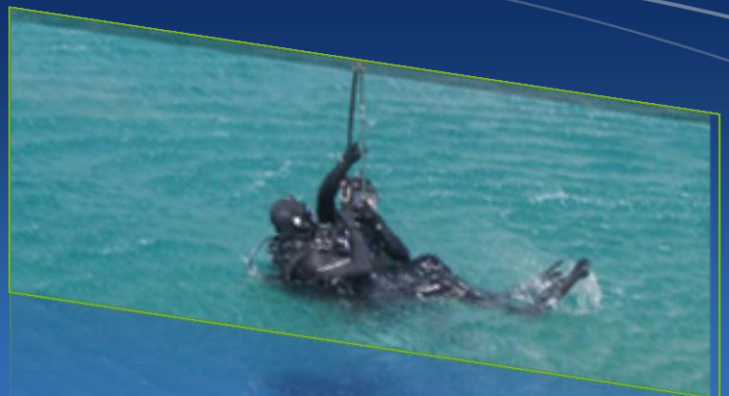


How it works ...

The DOR program is to support and reward those dealers who are actively pursuing business within the Public Safety and Government (non-military) markets. The basis of this program surrounds three things: *Initiation, Communication, and Appreciation.*

- Initiation: Dealer initiates business by on site demonstrations of OTS products*, or putting a significant amount of time into educating and selling a qualified customer. Please note that not every sale will qualify as a DOR sale. If someone simply asks for pricing, or walks into your shop and places an order for OTS products, this does not qualify for DOR pricing. The DOR program is dependent upon Dealer *initiation* of business. Please be sure to fully document the work you've done to support your request for DOR pricing.
- Communication: Dealer fills out and submits DOR form on OTS website. This lets OTS know Dealer has initiated business.

Initiate
Communicate
Appreciate



The Fine Print ...

- The DOR Program is designed for Public Safety and Government Customers.
 - The DOR program does not apply to Military Customers
- Upon introduction of DOR program all OTS dealers will be on the same pricing level (T2 and T3 pricing discontinued)
- Submitting a DOR form does not in any way guarantee OTS acceptance – no confirmation from OTS, no DOR.



- **All DORs are 1st come 1st serve.**
- DOR form must be filled out completely and submitted via the web prior to sale going out to bid. **(No DOR will be accepted after the RFQ has been issued)**
- The DOR is awarded on a deal-by-deal basis and does not mean dealer “owns” the account.
- If OTS initiates a sale, no DOR’s will be accepted
- A DOR submission must include the date of the visit (or call), which OTS products the customer is interested in, and an approximate quantity.

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3133 W. Harvard St. Santa Ana, CA 92704 P. 714-754-7848 rillumus@otscomm.com