

## **The Penwelder Referral Partner Program FAQ's**

The Penwelder Referral Partner Program can open a new world of opportunity for your business. This program is designed to reward Referral Partners with a flat fee for providing leads for the Penwelder that convert into fully paid deals.

Our system for hand-held laser welding gives an end-user all possible advantages of the laser welding process, with maximum flexibility and minimal entry costs into the technology as our device can be securely attached to an existing solid-state laser.

These advantages make the Penwelder unique, which in turn allows you to easily and efficiently generate leads and customers for. If you are convinced that the Penwelder would fit well into the production of one of your customers, make a recommendation and we will take care of everything else.

### **WHY WOULD I WANT TO BECOME A PENWELDER REFERRAL PARTNER?**

When you sign up to be a Penwelder Referral Partner, you get paid for referring interested businesses to a product. The benefits include:

- Earn cash! Get 1.500 EUR cash-in-hand for any referred deal that turns into a fully paid purchase order.
- It's free to sign up to become a Penwelder Referral Partner.
- Access to Penwelder Referral Partner marketing assets, best practices, tips and referral tools.
- Bluelasertools GmbH will engage the customer and handle the entire sales process.

### **WHO IS ELIGIBLE TO BECOME A REFERRAL PARTNER?**

- A participant in the Penwelder Referral Partner Program can be a company or individual, foreign or domestic, that recommends Penwelder to a business partner, or has a role working with, communicating to or advising companies in the relevant markets where hand-held laser welding devices may be applied.
- Potential participants must register for the Penwelder Referral Partner Program, complete and submit all required tax forms and be approved by Bluelasertools GmbH for participation in the Penwelder Referral Partner Program.
- Bluelasertools GmbH employees are not eligible to participate in this program.
- There are some organizations which cannot participate in the Penwelder Referral Partner Program, at Penwelder sole discretion. Register for the Penwelder Referral Partner Program at <https://www.penwelder.de/referral-partner-program/>

## HOW DO I GET STARTED?

- First, you need to apply to become a Penwelder Referral Partner. Do this by filling out the form at <https://www.penwelder.de/referral-partner-program/?lang=en>.
- Next, you'll receive an email asking you to submit your completed and signed Reseller Application Form.
- Bluelasertools GmbH will review your information and communicate your status within a few business days of receiving your form.
- Once you have received confirmation and your Referral Partner ID number, you can begin referring Penwelder leads to Bluelasertools GmbH. Please use best efforts to market and promote the Penwelder solution to prospective clients. All marketing collateral will be provided by Penwelder. Penwelder Referral Partners may use the marketing collateral solely to generate leads of prospective clients and may not modify the collateral in any way without written permission from Bluelasertools GmbH.

## HOW DO I REFER LEADS?

You can use the form on <https://www.penwelder.de/referral-partner-formular/> to submit all necessary data of interested companies. Do not forget to submit your referral partner ID.

After submitting the data, you will get a confirmation email from the Penwelder Channel Manager.

## WHAT ARE SOME EXAMPLES WHERE A PARTNER WOULDN'T BE ELIGIBLE FOR COMMISSIONS?

- A partner cannot refer themselves.
- A partner that refers a company, that is later hired by that company, will cease being eligible for owed commissions once they become an employee of the referred company.
- Referrals from partners prior to their enrollment and acceptance into the Penwelder Referral Partner Program, will not be eligible to collect commissions.

## HOW MUCH COMMISSION DOES A REFERRAL PARTNER EARN FOR EACH REFERRAL?

Beginning January 1, 2020, all approved Penwelder Referral Partners will receive EUR 1.500 referral commission for any referred deal that turns into a fully paid purchase order within 365 days.

## WHEN ARE MY COMMISSIONS PAID OUT?

The commissions are paid out within 30 days after the referred company has fully paid the amount due for their purchase.

**WHAT IF I DON'T WANT TO BE A REFERRAL PARTNER ANYMORE?**

Bluelasertools GmbH and/or the Penwelder Referral Partner may terminate the Agreement at any time, with or without cause, effective immediately upon notice to [office@bluelasertools.de](mailto:office@bluelasertools.de). Upon termination, all marketing and/or promotional materials must be removed from the Referral Partner's websites. Penwelder reserves the right to modify program terms and conditions at any time.

**WHO DO I CONTACT IF I HAVE MORE REFERRAL PARTNER PROGRAM QUESTIONS?**

If you have questions regarding the Penwelder Referral Partner Program, email us at: [lang@bluelasertools.de](mailto:lang@bluelasertools.de)