

Market Builder 2011 FAQ

- **How will I, as a rep, be enrolling accounts this year?**

Distribution program managers will be leaving Market Builders with a special thumb drive that has been prepared especially for you, with all account information you need for enrollment. Enrollment will be done in an excel file, like last year, and contains:

- Estimated 2011 pricing column
- Estimated 2011 co-op or mdf
- Contact information as submitted last year
- Target accounts for each of the Market Builders levels and order opportunities

- **When is enrollment and orders due to Lutron?**

Set-up a market builder meeting with each electrical distributor and lighting showroom in your territory, review the program and the estimated levels, update all contact information.

- Completed excel file should be emailed directly to Donna Cook at dcook@lutron.com no later than December 15th
- Orders must be placed no later than December 15th, for release no later than January 26, 2011

- **What are the new price columns and what are the levels based on?**

Wallbox pricing columns are changing in 2011 – the new columns will be based on 2010 purchases of wallbox products only at the following levels:

ASD	100K	1MM
25K	200K	
50K	400K	

- **What products are the new Market Builders program based on?**

2011 Co-op/MDF and the Market Developer Program (MDP) growth bonus is based on wallbox and energy-saving products, which includes:

wallbox, CFL/LED, Radio Powr Savr, Maestro Wireless, Pico, Energi Savr Node (switching only), and QSM

- **In order to be enrolled in the 2011 Market Builders program, what does an account need to do?**

Market Builders must complete the following by December 15, 2010:

- Enrollment with Lutron rep, indicating commitment, 2011 program level and full-contact information
- Place Market Builder qualifying order: 24 pieces of CFL/LED dimmers, 18 pieces of Maestro with occ/vac sensor, and \$750 in AA items

- **If the account wants to be a 2011 Market Developer, what do they need to do?**

Market Developers must complete the following by December 15, 2010:

- Enrollment with Lutron rep, indicating commitment, 2011 program level and full-contact information
- Place Market Builder qualifying order: 24 pieces of CFL/LED dimmers, 18 pieces of Maestro with occ/vac sensor, and \$750 in AA items
- Place Market Developer qualifying order: Commercial or Residential order opportunity, and additional CFL/LED dimmers (if applicable)

- **What if the account already has wireless energy packages in stock?**

Distributors with wireless packages in-stock have a few options, they can support some of the new packages that are now available, or they can purchase individual parts and pieces of the Radio Powr Savr sensors and Maestro Wireless controls. Before any returns will be considered, accounts must have a sales and marketing plan in place to help move existing inventory off the shelves, which includes completing joint sales calls with a Lutron rep, and advertising and promoting this packages with their contractors and end-users.

- **If a Market Developer increases their order of CFL/LED dimmers for the free samples, can they get additional working counter displays at no-charge?**

Yes. Please see the chart below for details.

# of CFL/LED dimmers	# of FREE samples*	# of displays**
24	0	1
48	6	2
72	12	3
144	18	4
196	24	5
288	36	6

*Contractor names must be placed at time of order for fulfillment

**Indicate on order where additional displays are shipping, to who's attention

- **What if a Market Builder account wants to increase their order size of the CFL/LED dimmers – can they get the free samples and working counter displays?**

Yes, although this program is geared towards the more proactive sales and marketing accounts, any Market Builder account doing a min. of \$2,500 in Diva purchases a year are excellent candidates for an order of 48 units or more of the new CFL/LED dimmers. Market Builder accounts who take advantage of this offer may qualify for bonus items provided they supply the contractor contact information and request the additional display(s).

- **How does enrollment work for the National Distributor accounts?**

In an effort to simplify the enrollment and ordering program with national distributor accounts and super regionals, Karen Gough has created a matrix on how to handle each company – work directly with your Lutron Area or Territory Leader, or contact Karen Gough to discuss.

- **Who are my Lutron contacts for Market Builders?**

- Enrollment information & support – Donna Cook; dcook@lutron.com
- Promotional orders and displays – Janet Lutz; jlutz@lutron.com
- Market Builders Program – Jill Mondin; jpmondin@lutron.com
- National Distribution Accounts – Karen Gough; kgough@lutron.com
- Lighting Showroom Programs – Bryan Biga; bbiga@lutron.com