

DIRECT DEALER PROGRAM

2022 Residential and Power Products
North America



KOHLER®



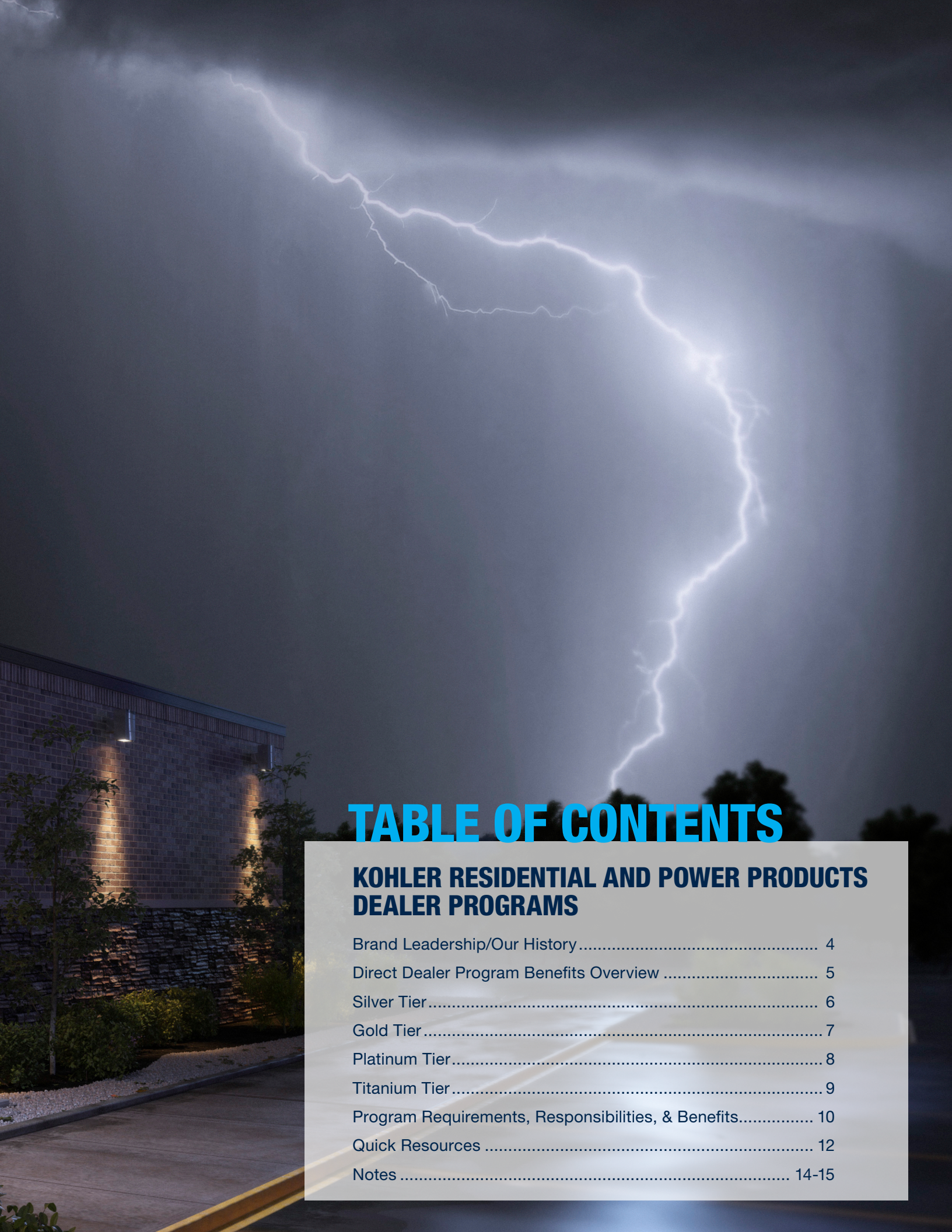


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BRAND LEADERSHIP

KOHLER® is one of the most recognized brand names in the world, representing our global leadership in complete power systems solutions, unmatched innovation, and premium craftsmanship. Our portfolio includes industrial, residential/light commercial, portable, marine, mobile power systems, and clean energy products.

OUR HISTORY
IT ALL BEGAN IN 1920.
FROM THERE, NOT EVEN WE
KNEW HOW INTERESTING
THINGS WOULD GET.



LET THERE BE LIGHT
Kohler builds the first modern-day generators. Originally created to power KOHLER® plumbing products in rural America, the KOHLER Automatic Power & Light provides instant electricity to homes, boats and businesses around the world.

1920

RELIABILITY GETS A NAME
Kohler creates its famous K-Series engines, the company's first stand-alone gasoline engines for lawn mowers, tractors, snowmobiles and more. The engines prove so reliable many are still running to this day.

1948

MAKING MILESTONES
KOHLER produces its 1,000,000th engine. Millions more follow.

1966

A WORLD FIRST
Kohler introduces the world's first Fast-Response® alternator for standby generators. As the first commercially manufactured permanent magnet alternator, it allows standby generators to provide power significantly faster after a power outage occurs.

1977

BEST NEW PRODUCT
Kohler receives a prestigious award from the National Society of Professional Engineers for its innovative overhead cam (OHC) 18-hp engine. The award lauded the engine as the best new product of the thousands of new products introduced in 1998 by all major manufacturing companies.

1998

CRITICAL ACCLAIM FROM EVERY CORNER
Kohler launches its new composite-enclosed 14- and 20-kW home generators. The generators win Green Builder magazine's "Hot 50 Products of 2010," Building Products magazine's "2010 Most Valuable Product Award," Architectural Record magazine's "Top Pick".

2010

2020 AND BEYOND

2020 - 100 YEARS AND COUNTING

KOHLER CELEBRATES 100 YEARS IN THE POWER BUSINESS.

2021 - CLEAN ENERGY DEBUT

KOHLER LAUNCHES ITS FIRST CLEAN ENERGY PRODUCT, THE KOHLER POWER RESERVE™.

DIRECT DEALER PROGRAM BENEFITS

COMMITTED TO BUILDING YOUR SUCCESS

We're dedicated to making the products you sell as reliable as possible, and we work hard to make sure you're supported too. That's why the KOHLER Direct Dealer Program is loaded with sales tools, administrative programs, and training, plus impressive incentives you need to fuel your bottom line.

As part of the KOHLER Direct Dealer Program, you will receive a variety of benefits to help power up your business:

- Generate sales leads with a listing on the Dealer Locator at KohlerGenerators.com
- Ability to sell, install, and service KOHLER® residential and power products directly from one of the most trusted and recognized brands in the world
- Factory-direct access to both air-cooled and liquid-cooled generators, ranging from 1.8 kW to 150 kW, automatic transfer switches, accessories, portables, clean energy products, as well as aftermarket parts
- Discounted pricing on KOHLER genuine service parts
- KOHLER Dealer Portal, an online resource to support sales and marketing efforts, including lead management, order entry, and training
- Opportunities to maximize your regional presence as a KOHLER partner with co-op marketing funds and a customized, co-branded website
- Regional and factory-authorized service schools available to help prepare you to perform warranty work, start-up procedures, and service on KOHLER products
- Consumer and inventory financing options available



For a full listing of benefits and requirements associated with each tier, see charts on pages 10–11.



SILVER TIER

A Silver Tier dealer is a key element in the development and growth of a dynamic sales and service organization. Silver Tier dealers are committed to learning how to properly service KOHLER® products and utilizing available resources provided by Kohler.

Benefits

- Listing on the KOHLER Dealer Locator
- Receive sales and service leads
- Access to dealer marketing assets
- Access to warranty site and SiteTech service software

Responsibilities

- Complete KOHLER Power Systems Learning Academy training programs
- Meet annual direct purchase requirements
- Provide service and turnkey installation regardless of point of purchase
- Respond to leads within 24 hours
- Optional enrollment in the custom dealer microsite program (recommended)
- Use proper KOHLER signage, brand-name identification, and product displays
- Maintain appropriate number of employees certified through KOHLER Installation/Service Training

DEVELOPING DEALERS

Dealers that have not yet achieved Silver Tier will be classified as developing dealers and have one calendar year to complete the necessary requirements to reach Silver Tier or higher. If minimum requirements are not fulfilled within the allotted timeframe, dealership status with Kohler will be suspended.



For a full listing of benefits and requirements associated with each tier, see charts on pages 10–11.



GOLD TIER

The Gold Tier is composed of dealers who continue to sell the value proposition of owning KOHLER® power products when framing options to a consumer. A Gold Tier dealer will be proficient in installation and start-ups, have a drive for continuous improvement within his or her own business, and want to grow with Kohler.

Benefits

- Listing on the KOHLER Dealer Locator
- Receive sales and service leads
- Access to dealer marketing assets
- Co-op marketing funds
- Co-branded website (microsite) at a discounted rate
- Access to warranty site and SiteTech service software
- Eligible for an annual rebate up to 1.0% on direct purchases
- Qualify for a Top Direct Dealer Recognition Award

Responsibilities

- Complete KOHLER Power Systems Learning Academy training programs
- Meet annual direct purchase requirements
- Provide service and turnkey installation regardless of point of purchase
- Uphold KOHLER brand loyalty metrics including proper KOHLER signage, brand-name identification, and product display
- Respond to lead opportunities in Partner HQ within 24 hours
- Enroll in the custom dealer microsite program
- Maintain appropriate number of employees certified through KOHLER Installation/Service Training



For a full listing of benefits and requirements associated with each tier, see charts on pages 10–11.

PLATINUM TIER

The Platinum Tier rewards dealers' commitment to providing quality service for KOHLER® products and to their customers. The Platinum Tier is reserved for those dealers who demonstrate a commitment to the KOHLER product line and see the value in enrolling with Kohler's programs to drive more sales. Most of their business is power product-focused and they have a desire to grow long-term with Kohler.

Benefits

- Prime listing on the KOHLER Dealer Locator
- Priority to receive sales and service leads
- Additional co-op marketing support
- Complimentary co-branded website (microsite)
- Exclusive annual promotion
- Access to dealer marketing assets
- Eligible for an annual rebate up to 1.5% on direct purchases
- Extended warranty rebate
- Access to warranty site and SiteTech service software
- Qualify for a Top Direct Dealer Recognition Award

Responsibilities

- Complete Kohler Power Systems Learning Academy training programs
- Meet annual direct purchase requirements
- Maintain required parts and product inventories
- Provide service and turnkey installation regardless of point of purchase
- Uphold KOHLER brand loyalty metrics including proper KOHLER signage, brand-name identification, and product display
- Respond to lead opportunities in Partner HQ within 24 hours
- Maintain appropriate number of employees certified through KOHLER Installation/Service Training



For a full listing of benefits and requirements associated with each tier, see charts on pages 10–11.



TITANIUM TIER

The Titanium Tier represents an elite group of dealers who have undeniably proven their commitment to the KOHLER® brand. Titanium Tier dealers have reached the highest achievable tier, meriting additional benefits as a result of their dedication.

Benefits

- Primary listing on the KOHLER Dealer Locator
- First dealers to receive sales and service leads from Kohler
- Complimentary co-branded website (microsite) boosted by optimized digital marketing
- Exclusive annual promotion
- Eligible for an annual rebate up to 2.0% on direct purchases
- Highest extended warranty rebate
- Access to dealer marketing assets
- Additional co-op marketing support
- Access to warranty site and SiteTech service software
- Qualify for a Top Direct Dealer Recognition Award

Responsibilities

- Complete KOHLER Power Systems Learning Academy training programs
- Meet annual direct purchase requirements
- Maintain required parts and product inventories
- Provide service and turnkey installation regardless of point of purchase
- Uphold KOHLER brand loyalty metrics including proper KOHLER signage, brand-name identification, and product displays
- Respond to lead opportunities in Partner HQ within 24 hours
- Maintain appropriate number of employees certified through KOHLER Installation/Service Training



For a full listing of benefits and requirements associated with each tier, see charts on pages 10–11.

PROGRAM REQUIREMENTS, RESPONSIBILITIES, & BENEFITS

KOHLER® RESIDENTIAL AND POWER PRODUCTS				
GENERAL REQUIREMENTS	SILVER	GOLD	PLATINUM	TITANIUM
Direct purchase commitment ¹	>\$5K	> \$75K	> \$150K	> \$500K
KOHLER inventory requirement*	Recommended	Recommended	> \$25K	> \$50K
KOHLER parts inventory requirements*	Recommended	Recommended	\$1500	\$3000
Uphold KOHLER brand loyalty metrics ²	Recommended	Required	Required	Required
Provide installation, service, and warranty	Required	Required	Required	Required
Service KOHLER generators regardless of point of purchase*	Required	Required	Required	Required
Offer consumer financing	Recommended	Recommended	Required	Required
Facilitate turnkey installation process	Required	Required	Required	Required
Inventory financing	Recommended	Recommended	Recommended	Recommended
Provide current contact info to Kohler	Required	Required	Required	Required
SALES, MARKETING, & SERVICE RESPONSIBILITIES	SILVER	GOLD	PLATINUM	TITANIUM
Active Salesforce® license(s)	Required	Required	Required	Required
Lead opportunity acknowledgment rate ³	89%	91%	93%	95%
Lead opportunity stage progression ⁴	60%	70%	80%	90%
Master service file	Required	Required	Required	Required
KOHLER microsite program participation ⁵	Recommended	Required	Required	Required
KOHLER Power Parts Program	Required	Required	Required	Required
Meet tool requirements ⁶	Required	Required	Required	Required
RCA/RCL (6-60kW) certified employees*	1	1	2	2
KGR/ERES (80-150kW) certified employees*	Recommended	Recommended	1	1
Power Reserve certified employees [†]	1	1	2	2

¹Includes 6- to 150-kW residential/light-commercial/portables generators, Power Reserve, and RXT, RDT and KSS switches on the residential price list only. Excludes aftermarket parts and industrial products. Purchase requirements will be based on product purchased and shipped directly from Kohler between 1/1/22 and 12/31/22. Product purchased through other channels including but not limited to wholesale, retail, and online, will not count toward direct purchase commitment.

²Brand loyalty metrics are based on majority percentage of overall KOHLER residential and power products business vs. other manufacturers, KOHLER building/vehicle signage, and KOHLER product display.

³Calculated based on number of lead opportunities either accepted or rejected in Partner HQ between 6/1/2022 and 12/1/2022. Dealers have 24 hours to accept or reject lead opportunities before they expire, excluding weekends and holidays.

⁴Calculated based on the percentage of lead opportunities in Partner HQ that progress beyond "New" stage between 6/1/2022 and 12/1/2022. Only factors leads that enter system assigned as "New" or "First Contact" for stage.

⁵Gold Tier dealers will receive the microsite at a discounted rate; Platinum and Titanium Tier dealers receive the microsite free of charge.

⁶Silver: Standard electrical tools, USB mini utility tool, manometer; Gold, Platinum, and Titanium: Standard electrical tools, USB mini utility tool, manometer, and LAN tester/meggar/engine compression tester/rotor-stator puller.

[†]Does not apply to clean energy.

[†]Only applies to direct dealers offering clean energy product. Requires completion of Power Reserve™ installation and sales training courses. All information is accurate at time of publishing. Kohler reserves the right to make changes to the Dealer Program at any time, with or without notice.

KOHLER® RESIDENTIAL AND POWER PRODUCTS

SALES & MARKETING BENEFITS	SILVER	GOLD	PLATINUM	TITANIUM
Dedicated field sales support	Yes	Yes	Yes	Yes
Dedicated Inside Sales Coordinator	Yes	Yes	Yes	Yes
Listing on Kohler's dealer locator ⁷	Yes	Yes	Yes	Yes
Lead priority ⁷	4th	3rd	2nd	1st
KOHLER Dealer Marketing Portal	Yes	Yes	Yes	Yes
Co-op marketing funds	No	Yes	Yes	Yes
Consumer financing options	Yes	Yes	Yes	Yes
Exclusive annual promotion	Not Eligible	Not Eligible	Eligible	Eligible
Annual rebate program ⁸	No	1%	1.5%	2%
Extended warranty options*	Yes	Yes	Yes	Yes
Extended warranty rebate*	No	No	Yes	Yes
Kohler's Top Direct Dealer Recognition Award	Not Eligible	Eligible	Eligible	Eligible
Access to Customer Satisfaction Survey Results ⁹	Yes	Yes	Yes	Yes
TRAINING & SERVICE BENEFITS	SILVER	GOLD	PLATINUM	TITANIUM
KPS Learning Academy	Yes	Yes	Yes	Yes
Warranty site and SiteTech service software ¹⁰	Yes	Yes	Yes	Yes
Warranty/service referral priority ⁷	4th	3rd	2nd	1st

⁷Priority order is based on number of direct dealers and their tier servicing within the zip code.

⁸Calculation based on KOHLER direct invoices/shippments between 1/1/2022 – 12/31/2022. Excludes aftermarket parts and industrial product sales. Direct Dealers are eligible for the annual rebate if they achieve same tier or a higher tier as the previous year.

⁹Customer satisfaction results will be the average response from a survey asking how likely the consumer is to recommend your dealership on a 0–10 scale.

¹⁰Certification completion is required to perform authorized warranty work, submit warranty claims for reimbursement and access the corresponding service software.

*Does not apply to clean energy products.

Direct Dealer Tier will be assigned annually based on requirements met during the previous calendar year. Kohler may revoke tier status midyear if a dealer is not meeting all obligations for their current tier. All information is accurate at time of publishing. Kohler reserves the right to make changes to the Dealer Program at any time, with or without notice.

THE POWER IS IN YOUR HANDS—QUICK RESOURCES

DEALER PORTAL: MyKohlerInsider.KohlerCo.com

- Portal to order whole goods and aftermarket parts
- Access this site to find news, marketing information, logos/photos, downloads for site tech software, and current firmware etc.
- Log in using GDXXXXX number and password created
- Contact generator.custcomm@kohler.com

KOHLER POWER SYSTEMS LEARNING ACADEMY: KPSLearningAcademy.com

- Access this site to take online learning courses
- Log in using email address as user ID and initial password
- Contact resi-training@kohler.com

LITERATURE ORDERING: Connect2.CoakleyTech.com/Logins/KG/Login.aspx

- Access this site to order brochures
- Log in using email address and password
- Contact generator.custcomm@kohler.com

WARRANTY SITE: Kohler.Mizecx.com

- Access this site to file warranty claims, register generators, and search unit history
- Log in using email address and password provided
- Contact resi-warranty@kohler.com

KOHLER POWER PARTS: KohlerPowerParts.com

- Access this site to look up generator part numbers
- Log in using GDXXXXX number and password provided
- New accounts contact generator.custcomm@kohler.com
- Contact resi-aftermarketparts@kohler.com

PROMOTIONAL ITEMS: MyBrandMall.com/KohlerPowerSystems

- Access this site to purchase Kohler Power Systems promotional items
- Users can set up their own account access on the site
- Contact ResilInsideSales@kohler.com

POWER QUOTE+ ADMIN SITE: PowerQuotePlus.Kohler.com/Login

- Access this site to customize your Power Quote+ App
- Log in using email address and password provided to you
- Kohler sets up one main user for access. The main user can add/update/change other users within their company
- Contact generator.custcomm@kohler.com

DEALER MARKETING PORTAL (STRATEGIC AMERICA): KohlerDealerMarketing.com

- Access this site to submit co-op claims, get information on marketing
- Log in using dealer account number and password
- Site is hosted by outside vendor (Strategic America), contact marketing at dealer.advertising@kohler.com with questions/access

CO-BRANDED WEBSITE (POWERCHORD MICROSITES): CommandCenter.PowerChord.com

- Access this site to manage dealer microsite
- Log in using email address and password
- Contact generators.microsites@kohler.com



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KOHLERGENERATORS.COM

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