



**AGENTS / REPS**

**SALES AND DISCOUNTS POLICY 2022**

**CONFIDENTIAL**

**EU / INTER**

	<b>SPECIFIERS HOSPITALITY</b>	<b>INSTALLERS</b>	<b>CONTRACT FF&amp;E</b>
<b>NET PRICES</b>	<b>20%</b> <u>Net Price list</u>	<b>25%</b> <u>Net Price List</u>	<b>35%</b> <u>Net Price list</u>
<b>VOLUME DISCOUNT BY ORDER</b>	From 3000 € of turnover	From 5000 € of turnover	From 5000 € of turnover
<b>MAIN FOCUS</b>	STRATEGICAL +++	-	IMPORTANT ++
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• <b>Specifiers</b> Interior designers, architect, lighting designers</li> <li>• <b>HoReCa</b> Hotels, restaurants, catering</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Installers</b></li> <li>• <b>Electrical wholesalers</b> During tenders</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Contract/FF&amp;E interior/procurement</b> lighting consultants + having a sales team (mandatory), promoting the brand online, provide expertise to specifiers and supply.</li> </ul>
<b>CLIENTELE</b>	PRIVATE AND COMMERCIAL PROJECTS	PRIVATE AND COMMERCIAL PROJECTS	FOCUSED ON CONTRACT PROJECTS (restaurants, hotels, offices, retails shops etc...)
<b>MINIMUM ORDER</b>	No	No	<ul style="list-style-type: none"> <li>• <b>Contract/FF&amp;E interior/procurement</b> Sample box to promote the brand : <u>Samplebox</u> 200 €</li> </ul>
<b>CUSTOM MADE OFFER AVAILABLE ?</b>	Yes	Yes	Yes
<b>FREIGHT COSTS INCLUDED</b>	No	No	No
<b>PACKAGING INCLUDED</b>	Yes	Yes	Yes
<b>WHO DEFINE AND SEND THE PRICES ?</b>	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled



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	CONTRACT B TO B	STORES & SHOWROOMS B TO B & B TO C
NET PRICES	40% <u>Net Price list</u>	45% <u>Net Price list</u>
VOLUME DISCOUNT BY ORDER	From 5000 € of turnover	No - Fixed discount
MAIN FOCUS	IMPORTANT ++	BRAND AWARENESS +
DESCRIPTION	<ul style="list-style-type: none"> <li><b>Furniture and lighting stores (1) primary discount</b> Must display and promote the brand. Discount determined collaboratively between rep and DH.</li> </ul>	<ul style="list-style-type: none"> <li><b>Lighting distributor</b> having a showroom, a sales team, <u>must display and promote the brand</u>, provide expertise to specifiers and supply.</li> <li><b>Furniture and lighting stores (2) secondary discount</b> Must display and promote the brand. Discount determined collaboratively between rep and DH.</li> </ul>
CLIENTELE	FOCUSED ON CONTRACT PROJECTS (restaurants, hotels, offices, retails shops etc...)	FOCUSED ON PRIVATE AND COMMERCIAL PROJECTS
MINIMUM ORDER	<ul style="list-style-type: none"> <li><b>Furniture and lighting stores</b> Mandatory display of 2500 € + <u>Samplebox</u> 200 €</li> </ul>	<ul style="list-style-type: none"> <li><b>Stores &amp; Showrooms</b> Mandatory display of 5000 € professional price, with standard colors only</li> </ul>
CUSTOM MADE OFFER AVAILABLE ?	Yes	No
FREIGHT COSTS INCLUDED	No	No
PACKAGING INCLUDED	Yes	Yes
WHO DEFINE AND SEND THE PRICES ?	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled	Designheure's team upon your advise, their website and our policy. <u>Contact sheet</u> to be filled