



# THE NEWCASTLE POWERSELLER PROGRAM: MAKE A BUNDLE.

## EVERYTHING YOU NEED TO SUCCEED



Kevin Ledversis  
Director of Sales

“We’re all in with our resellers, and we want you to be part of the success. Our reputation is rock solid, our RSMs are awesome, and we have 30+ years selling in this space, with lots of big-name wins (like Walmart, UPS and TJX) and countless smaller companies.

“It’s not rocket science. Our carts transform your customers’ productivity equation, and introduce mobile printing—POW!—as a reason for upgrading legacy peripherals. Use our [MotionMeter app](#) to show your customers the savings they’ll achieve before they spend a nickel. And the math is great: Six month ROI. Seven including printer and bar code hardware.

“Plus we work like hell to support you. Typical comment: ‘My RSM made the sale painless—even did the demo without me!’ Our motto: We lift, you sell. Whatever you need, we’re there. Skeptical? Ask anyone who’s worked with us.”

“Our PowerSeller program offers great incentives and support. But it’s the products that matter most—and our powered carts don’t disappoint. They offer benefits that are easy for both your sales team and customers to understand, and they open the door to peripheral upgrades, so you can bundle solutions—and make a bundle.

“But as anyone who’s been at this knows, marketing is key. Let us help you fill the funnel. With a wealth of experience and our library of materials — ads, emails, videos, presentations, all customized with your branding—you can reach new customers, and transform your current customers into true believers. We’ve done it for countless companies. Let us do it for you.”



Christine Wheeler  
Director of Marketing

# WHAT NEWCASTLE OFFERS YOUR CUSTOMERS

With thousands of installations worldwide, our cart solutions are proven to increase efficiency and work flow in a wide variety of markets, including manufacturing, warehouse/distribution, and retail/e-commerce. More than just another “peripheral,” they are an essential tool for process improvement that consistently shows 50% gains in productivity and ROI in under six months.



Cycle counting



Manufacturing work instructions/drawings



Supervisor stations



Labeling & data entry (ERP)



Inbound labeling/receiving



Batch picking



Shipping document control



Quality control



## INCREDIBLE ACCURACY

Costly labeling errors reduced by 90%



## INCREASED CAPACITY

50% faster dock-to-stock with reduced labor costs



## EFFICIENT FLOW

Order cycle times reduced 50% or more



## IMPROVED SAFETY

Ensure proper distancing and avoid cross traffic



## LESS FATIGUE

Cut walking (and wasted time) in half



“Impact? How about eliminated shifts of overtime, dock-to-stock cut in half, saving 400 hours per user? We hear that and more all the time. What’s that worth to your customer?”



## UNBEATABLE ROI

Day in/day out savings for 6-month ROI and lifelong value

# WHAT NEWCASTLE OFFERS YOU

**OPPORTUNITY**

We offer easy-to-sell, industry-leading solutions. And the opportunity goes far beyond carts: By bundling solutions, you'll upgrade peripherals that wouldn't turn over for years.

**SUPPORT**

We support you every step of the way. We'll even ship equipment for on-site trials – and assist with demos!

**GENEROUS INCENTIVES**

We offer a four-tier incentive structure to motivate newcomers and reward top performers

**CUSTOMIZED TRAINING**

We offer abundant training opportunities, including training webinars custom-tailored for your sales team.

**QUALIFIED LEADS**

Gold- and platinum-level PowerSellers get direct access to our qualified leads pipeline

“Want to break out of being ‘just another vendor?’ Bring your customers success at a new level, and go from Average Joe to Trusted Pro—a true solutions partner.”

**CUSTOMER LOYALTY**

As a Newcastle Reseller, you'll contribute to your customers' success at a whole new level.

## The industry leader

Newcastle is *the* recognized leader in powered carts and portable power systems. We've had win after win, with companies of every size, across a wide range of industries.



## Partners with the best

We're part of Zebra's ISV program and partnered with Bluestar, so we can offer seamlessly developed solutions through the industry's most popular channel.



**“OUR RSM IS FANTASTIC - EDUCATING OUR TEAM, JOINING US ON SITE VISITS AND END-USER EVENTS, AND EVEN HELPING TO CLOSE THE SALE.”**



Christine B.  
Director of Business Development

## Unlimited sales support

You don't want to risk hard-won customer relationships or take a chance on complicated sales. That's why we support you every step of the way—from finding opportunities to *closing sales*. We provide clear messaging, great support materials, and decades of selling experience. We'll even ship demo equipment for on-site trials—and assist with the demo itself! We lift, you sell.

## Generous incentives

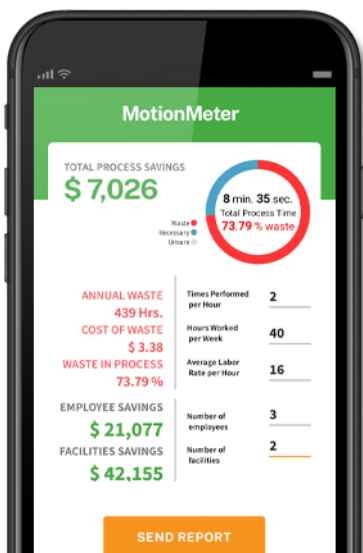
We offer a four-tier program of incentive discounts, to motivate our up-and-coming resellers, reward our best performers, and provide pricing flexibility so you can build profitable bundled solutions around our products. Advertising dollars and annual spiffs are also available.

Contact your RSM for the latest discount rates.

**“YOU'VE DONE A TREMENDOUS JOB AT MAKING YOUR RESELLER PROGRAM EASY TO UNDERSTAND. WE LOVE IT!”**

J.O'Brien Co.  
Michael P.  
Vice President/Sales & Marketing

	NEW/BRONZE (<\$25k)	SILVER (\$25k+)	GOLD (\$50k+)	PLATINUM (\$100k+)
Discount incentives (Ask your RSM for up-to-date rates)	✓	✓	✓	✓
All training resources, including custom training sessions	✓	✓	✓	✓
Demo equipment	✓	✓	✓	✓
Qualified leads			✓	✓
Reseller project registration			✓	✓
Custom-branded videos, emails, collateral and sales tools			✓	✓
Annual sales spiffs				✓
Advertising dollars				✓



## Your secret weapon: MotionMeter

As a certified reseller, you'll become expert in using MotionMeter – our proprietary app that identifies inefficiency in real time. It's simple and powerful: right in front of your customer's eyes, you'll complete a survey of the inefficiency in their processes, and get an objective, verifiable report that makes it easy to recommend solutions. They'll eat it up, and you'll be the hero.



**SAVE STEPS.  
INCREASE PRODUCTIVITY.™**



**“YOUR CARTS ARE THE BEST THING I HAVE EVER PLACED INTO A WAREHOUSE FOR PRODUCTIVITY, FLEXIBILITY, AND FUNCTION!”**

 Mercedes-Benz  
Joe H.  
Parts Logistics Manager

### Qualified leads

We invest heavily to generate qualified leads for our reseller partners—including regular advertising and e-blasts with leading trade journals, exhibits at important industry shows, and frequent white paper promotions, webcast sponsorships, and PR releases. We also field a sophisticated inbound content marketing operation including advanced SEO and keyword programs, weekly content-generation, and aggressive link-building.

### Complete training

Newcastle provides abundant training opportunities for our resellers. We offer online training presentations and videos, evaluation tools, our popular live webinar series “Newcastle U,” and regular updates with information about new products, sales tips and marketing insights. And we happily provide training webinars custom-tailored to the needs of your sales team.

**“Need leads? We’ve generated thousands for our resellers—and have a complete marketing program to help you get your own as well. We’re with you every step of the way, from filling the funnel to closing sales.”**



**“YOUR PORTABLE POWER SYSTEM ENABLES US TO TAKE OUR WORKSTATIONS TO ANY AREA, INCREASING WORK FLOW AND PRODUCTIVITY, AND GIVING US GREATER FLEXIBILITY.”**

  
The team at Amazon

### Customized email blasts, videos and other sales tools

We have a complete library of videos, email templates, collateral and social media graphics ready to be custom-branded for you. We also offer qualified resellers access to our website content to make it easier for you to add our products to your own site. In addition, you’ll get a Certified Reseller badge to display that will distinguish you as a preferred provider and knowledgeable resource.

# POWERSELLER PROGRAM DETAILS

## PowerSeller Tiers

Your PowerSeller tier is determined by your performance in the prior calendar year. Any time you exceed the sales target of your current tier, however, you'll be immediately elevated to the next tier for the duration of that year and the next. In addition to sales targets, your good standing in any given tier is also contingent on fulfilling the advertising and training requirements listed below.

	NEW/BRONZE (<\$25k)	SILVER (\$25k+)	GOLD (\$50k+)	PLATINUM (\$100k+)
Share sales team and contact details with your RSM	✓	✓	✓	✓
Add Newcastle products to your website. Update as needed.	✓	✓	✓	✓
Add the correct "Certified Reseller" badge to your website	✓	✓	✓	✓
Sales team views our Reseller Training Presentation	✓	✓	✓	✓
Sales team explores all resources on our website	✓	✓	✓	✓
Annually: Sales team attends one Newcastle training webcast	✓	✓		
Annually: Sales team attends two Newcastle training webcasts			✓	✓
Annually, complete at least one: Three co-branded emails to your customer list, attend a joint sales event in your region, or shared tradeshow booth. Alternative suggestions welcome.			✓	✓

## Reseller badges

Resellers must display the tier-appropriate "Certified Reseller" badge on their website. Unregistered direct sellers are prohibited from using any "Certified" badge—providing you with an advantage against unregistered competitors.



"Want an advantage over unregistered competitors? Just flash your badge. A "Certified Reseller" badge shows your customers you know your stuff and can offer the best deals."



## Advertising requirements

Display of prices is not recommended. When prices are advertised, they must be no lower than our allowable minimums. These change without notice, so you must confirm prior to publication.

All content on our website is protected by copyright. We allow registered resellers to use much of our web content for promotional purposes on their own websites. Contact us for details.

False or inaccurate advertising offers—including misleading shipping times—are strictly prohibited.



# OUR POWERSELLER SUPPORT TEAM

"We've built an experienced and gungho team—ready to bring you on board and get you selling."



## SALES DIRECTOR

Kevin Ledversis  
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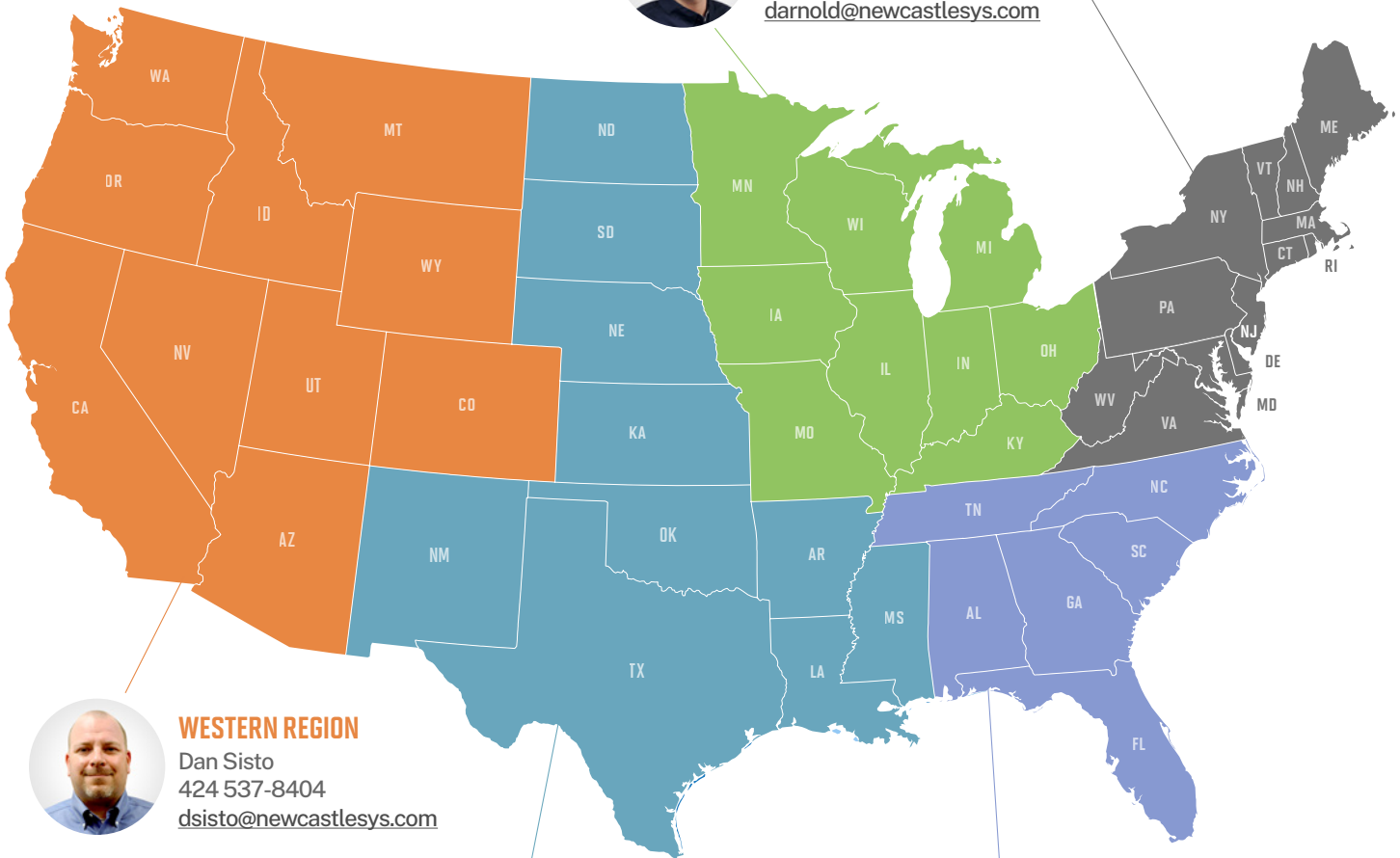
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# THE RECOGNIZED LEADER IN POWERED CARTS AND PORTABLE POWER SYSTEMS.

Learn more at [newcastlesys.com](http://newcastlesys.com)

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SAVE STEPS.  
INCREASE PRODUCTIVITY.™