

## USE THESE TOOLS AND. . .REFUSE TO LOSE! ON ALL TI AND IR WINDOW SALES

Q4 Tools	Description	Information Links
<b>National Promotions</b>	End user promotions: Always on	<a href="#">Box link</a>
<b>Closing Tool: Ti400 \$1000 rebate</b>	End user \$1000 cash rebate on purchase of Ti400	<a href="#">Box link</a>
<b>Closing Tool: CV IR window Buy 5 get 1 free</b>	20% discount or buy 5 CV get 1 free with chance to get free Ti400 & TiS55	<a href="#">Box link</a>
<b>Registration Program</b>	Distributors can register leads for any Ti Oppty over \$5K and get an additional 8% discount	<a href="#">Box link</a> If you have questions contact: <a href="mailto:kimi.bartholomew@fluke.com">kimi.bartholomew@fluke.com</a>
<b>Meet Comp Pricing</b>	Refuse to lose on pricing. Bring any competitive deal to us – 99% approval	See form on next page. If you have questions contact: <a href="mailto:Luis.katz@fluke.com">Luis.katz@fluke.com</a>
<b>For all questions CC <a href="mailto:vignesh.balasubramanian@fluke.com">vignesh.balasubramanian@fluke.com</a> for expedited response</b>		

### Show the Fluke Difference and Win Every Single Time!

- Premium Image quality with higher distance to spot ratio and tighter field of view:** Capture more detail of your target every single time from a much safer distance compared to competition
- Ease of Focus with the most advanced Focus Systems:** Fluke is the only brand with advanced Laser-assisted auto focus system **which provides both precision and speed**. It includes an onboard laser distance meter that accurately calculates and displays the distance to the target. The camera then automatically focuses on the target based on that calculation to capture a precisely focused image.
- Infrared & Visible light image blending:** IR-Fusion technology, **patented by Fluke**, automatically captures a digital visible light image with very high resolution (5mega pixel) at the same time as an infrared image. The camera blends the two images in a single display. You can view the image in full infrared, full visible light or at several degrees of blending in between to precisely identify the point of interest.
- Multi-tool measurement comparison and real time collaboration:** Fluke infrared cameras include wireless capabilities that allow you to transmit infrared images to the cloud from a smartphone app where they can be shared and viewed along with current, voltage, and vibration measurements. You can pull measurements from other Fluke tools right on your camera screen, to help you get the full picture of what's happening. You can share live images and data simultaneously with multiple people located in multiple locations to get feedback and immediate approval to resolve critical problems on the spot.
- Versatile performance with additional lens and 180 degree articulation:** Fluke cameras are compatible with multiple lens options—telephoto, wide angle, and macro—to multiply the applications you can handle with the same camera. The ability of the camera to articulate can be critical. This allows you to see images at a more comfortable angle on the screen, despite the actual position of the target. Fluke infrared cameras offer up to 180 ° articulation.
- On camera analytics:** With good analysis tools on the camera and a large 5.7 inch display, you can diagnose and resolve many problems right in the field. The larger the screen, the more detail you can see on the camera, and the more likely you can correctly diagnose the actual issue

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“Meet Comp” Standard work.

### ***Meeting Competition***

Context: End-customer is evaluating products from different brands to address the test and measurement needs. End-customer is offered a price by a competitor that will require special pricing assistance in order for the distributor to meet that price with a Fluke competitive product.

Pricing guideline: Fluke can set special “meeting competition” pricing assistance through distribution sufficient to allow a distributor to be able to meet the competitive price. Any distributor that is responding to the RFQ must get the same pricing assistance (price) from Fluke.

Approval Process: Basic analysis is needed to ensure the margin hit related to offering this special pricing assistance remains within guidelines, this is a collegiate decision between the initiator, RSM, corresponding Director and Sales Ops Sr. Manager.

Required documentation: Simple audit trail is needed to approve special discount for the specific order. Audit trail requires written communication from distributor indicating that special pricing assistance is needed to meet a competitive bid and some communication from customer to distributor setting out the competitive offer. Refer to Meeting Competition page for specific details.

Prior to moving forward for a “meet comp” you should discuss the situation with your RSM so that the proper collegiate decision mentioned above can be made working with Sales Operations.

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Meet Comp form:

MEET COMP FORM	
CATEGORY	DATA
End Customer - Company Name	
End Customer - Company Address	
End Customer - Customer Name	
Distributor Name	
Distributor Contact	
Fluke Model	
Fluke List price	
Quantity	
Competitor Brand	
Competitor Model	
Competitor price (approx.)	
Competitive price needed to Customer	
Distributor Margin needed	
Supporting reasons	

A response will be provided in less than 1 working day, if needed urgently please follow up your email with a call to Luis Katz in Sales Operations.

- 1) Meet-comp shall be used on INTER BRAND situations. This shall not be used when a distributor is competing with another distributor for the same Fluke business.
- 2) Distributors should use their margin first to deliver on the spot meet-comps.
- 3) A central approval is required as routinely meet-comps come from all over the country for the same deals. Having good visibility mitigates the assumed risk on any given opportunity.