



Grow your business. Tools for success.

Take advantage of special partner growth incentives.

Grow your business when you sell Xerox hardware, software solutions, and service agreements.

Grow and gain with Xerox.

Grow your Q1 earnings when you grow your Xerox sales in the first quarter of 2012.

- Your Program Level is based on your 2011 sales — the more you sell, the greater the rewards*
- Growth rebates are based on sales of Xerox hardware, service agreements, and software solutions
- A3 and A4 products are included; supplies sales are excluded
- Payment will be included with your 2012 Q1 rebates
- You'll receive biweekly program status emails during the quarter
- No claims necessary
- Promotion valid January 1 through March 31, 2012

You can earn additional rebates.

Your promotion level is available from your Xerox IPM and will be communicated to you via email in January.

Promotion Level	Q1 % Growth (compared to Q1 2011)	Additional rebate
Cyan	20 %	\$250
Magenta	15 %	2% of sales
Yellow	10 %	3% of sales

For example:

Magenta level Peak Partner

Growth baseline \$37,500.00

Growth target 15 % \$43,125.00

2% rebate on \$43,125 \$862.50

Your sales reps earn when they Just Sell One in Q1

Sales reps who have not sold a qualifying Xerox product in the last 90 days earn a bonus SPIFF of \$100 when they sell a ColorQube® 8570 (applies to first product sold only). To qualify, sales reps must not have claimed any Xsell SPIFFs in the 90 days prior to January 1, 2012. Claims and payouts are processed through Xsell. Qualifying products are any products eligible for an Xsell SPIFF in the last 90 days.

Earn Xsell SPIFFs on bid support sales!

In Q1, Xsell debit card holders can earn Xsell SPIFFs on bid support sales.

- SPIFF amounts are found in the [Channel Promotions](#) document
- \$5,000 maximum SPIFF payout per sales rep (maximum is the total of bid supported and non-bid support SPIFFs)

Xerox eConcierge™ New Customer Incentive

Create and retain new customers with Xerox eConcierge.

- You earn **\$50** when a new customer signs up for Xerox eConcierge AND purchases an approved consumable
- You earn an **additional \$50** when your new customer purchases their second consumable
- Includes Xerox and non-Xerox printers and MFPs available in the Xerox eConcierge service
- Limit \$100 rebate per end user customer
- No claims are necessary
- Purchases must be made by March 31, 2012 and are limited to new customers

Q1 Peak Promotions

Terms and conditions

Grow and Gain with Xerox Promotion:

- Rebate payments are limited to no more than \$10,000
- Participation based on meeting minimum Peak baseline of \$10,000 in sales in Q1–Q3 of 2011
- Purchases must be made from US authorized distributors or the Wilsonville order desk
- “Sales” includes hardware, service contracts, software solutions, and bid support sales. Bid support sales are shown as Net Peak.

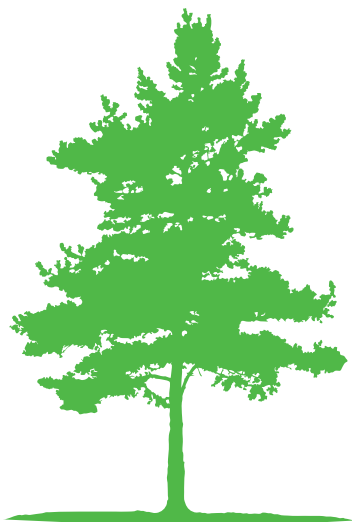
- *Baseline based on:
 - Q1 2011 sales
 - If Partner does not have sales from Q1 2011 the baseline for the promotion is determined by combining 2011 sales in active, positive, full quarters and dividing by active, positive, full quarters
 - If Q1 sales reflect a negative balance the baseline for the promotion is determined by combining 2011 sales in active, positive, full quarters and dividing by active, positive, full quarters
 - If Q1 2011 sales reflect less than 15% of the minimum promotion level (\$10k–\$49k Cyan, \$50k–\$199k Magenta, \$200k+ Yellow) to participate in the promotion the baseline for the promotion is determined by combining 2011 sales in active, positive, full quarters and dividing by active, positive, full quarters
 - If 2011 complete quarter totals do not meet minimum participation levels the Partner will not be able to participate

Xerox eConcierge Promotion

The Xerox eConcierge promotion is available only for Channel Partner’s whose end user customers activate their Xerox eConcierge service on or after January 1, 2012 and purchase qualifying Xerox and non-Xerox supply items (waste trays do not qualify) through the service by March 31, 2012. Limit \$100 rebate per end user customer. No rebate claim required.

General Terms and Conditions

Available to Peak Partners only. Eligible products must be purchased, resold and invoiced to end-user customers between January 1, 2012 and March 31, 2012. Products must be purchased from a Xerox authorized distributor or the Xerox Wilsonville Order Desk. Xsell SPIFF claims must be submitted no later than 30 days after the date the product is resold. Demo units and evaluation units are not eligible. Valid in United States, the District of Columbia and Puerto Rico. All claims are subject to Xerox review and validation. Xerox reserves the right to reject invalid claims. Valid claims are paid via a prepaid debit card in U.S. dollars. For complete Xsell Program terms and conditions, visit www.office.xerox.com/resellers.



[Click here](#) to see Q1 sales representative SPIFF program details, or visit www.office.xerox.com/resellers

