



Lexmark Education/ Government Connect Program

Differentiate yourself and gain an advantage with the Lexmark Education/Government Connect program. With aggressive profit margins, sales support and truly innovative, award winning products, you will have a competitive edge to win more education and government business by differentiating yourself from the competition.

In addition to all of the benefits received by being a member of the Lexmark Channel Edge program, you will receive even more sales incentives that make doing business with Lexmark more rewarding and more profitable.

Program highlights



Stackable discount. Add an additional 5% up-front discount to your Lexmark Channel Edge program. Total discounts will be 10% for entry level hardware products (3 and 4 series) and 15% for professional level hardware products (5 series+) through authorized Lexmark distributors.



Monthly promotions. Enjoy 20% aggressive promotional discounts on select devices on a monthly basis.



"Big deal" pricing. Incremental pricing for larger-quantity opportunities that require fast turnaround.

Rewards



Loyalty Perks. Sales reps and their managers can earn reward dollars on a debit card by leading with Lexmark in small/medium business, education and local government accounts. For more details visit www.lexmarkloyaltyperks.com

Additional support



Direct access. Lexmark's industry consultants and SLED sales team are available to educate and support your sales teams to help you win!



Partnernet Web Portal. Access product information, marketing and training support and the latest news and updates from Lexmark on Partnernet. Access the portal at <http://partnernet.lexmark.com>



Lexmark To Go. Access information quickly and be an expert on Lexmark's product and solutions with Lexmark's mobile sales tools, Lexmark To Go: www.lexmark.com/togo



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Benefits		Description
More margin	Margin enhancement (%)	Additional 5% up-front discount to Lexmark Channel Edge/Gov connect program for government, education and/or non-profit customers
	Loyalty Perks rewards	Earn up to \$330 per model Sales reps and sales managers qualify
	Demo units	Qualify for up to two demo units a year
	“Big Deal” pricing	Access to competitive pricing at 25%
	Promotions	Monthly promotions available on select Lexmark devices
More support	Lexmark To Go Mobile App	Access Lexmark sales and marketing info from your smartphone or tablet
	Partnetnet Web Portal	Powerful one stop portal for all partner sales, marketing and support needs
	Lexmark U	Online eLearning platform accessible through Partnetnet
	Industry experts	Direct access to Lexmark industry experts and SLED sales team to educate and support

Get started

1. Accept the Lexmark Education/Government Connect Program terms and conditions.
2. Maintain yearly sales above the program minimum.
3. Have no more than 25% of business attributed to Lexmark large accounts.

To give your business the competitive edge, contact your Lexmark Regional Sales Representative or visit

<http://partnetnet.lexmark.com> (United States)

<http://partnetnet.lexmark.ca> (Canada)

