

Promotion Process for Rebates, Trade-Ins and Free Product Website Submission Process, SAP Look Up and Escalation

 All Promotion redemptions must be submitted on welchallyn.com. Each promotion has a unique MC# and webpage/url with form to complete. Customers must also upload purchase documentation and possibly a W9 form for promotions to be processed.

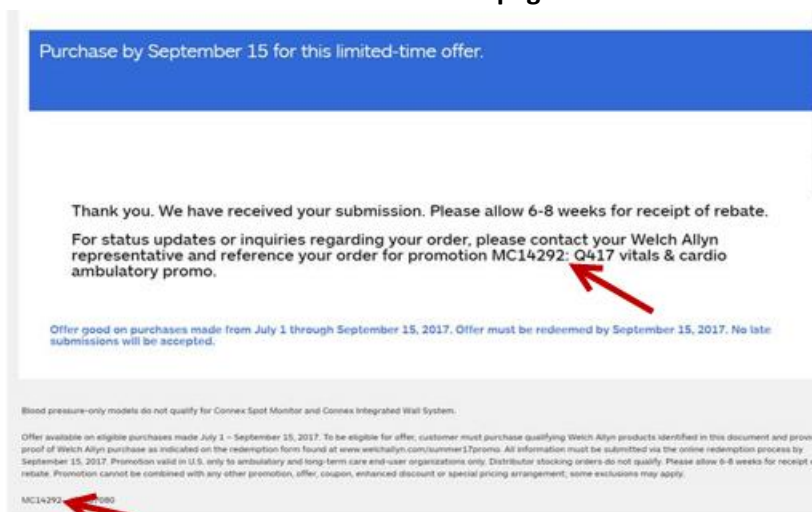
 **Always ask when a customer inquires about promo status: Is this for free goods, or for a \$ amount rebate? Free Goods orders can be located in SAP. Rebate status must be verified by System.**

Rebate and Trade-in Promotions

 Trade-in promotions are like rebate promos- a rebate is offered to the customer after they have “traded in” and purchased the new device. Some trade-in promotions will require the customer send in their old unit to receive the rebate, but not always – details will be in the promotion flyer.

1. Customer is required to enter info on website rebate/trade-in promotion page – URL is found on the promotion flyer
 - They must upload invoice/proof of purchase
 - Rebates totaling under \$500 will come in the form of “Gift Checks” (Like a traveler’s check) ** Rebates may take 6-8 weeks for the customer to receive after submission
 - **Important:** Any customer with a **rebate amount totaling \$500 or more** is required to submit a W-9 Tax ID form
 - All rebates of \$500 or more will come in the form of a corporate check payable by Welch Allyn ** Rebates may take 6-8 weeks for the customer to receive after submission
 - Promotion webpage does not force W9 upload – if the total is more than \$500 and no W-9 is submitted, the promotion request is not processed
2. Customer clicks Submit
3. They receive a screen message as follows: (They do not get an email confirming their rebate submission)

Rebate Promotion website confirmation page:



Key info: The MC number. This correlates to the promotion document number. Search KC for the MC #, and the promotion flyer with details should surface. (Always search MCXXXXX – do not add a space after the MC). If the flyer does not surface, please create a KMI data issue.

Promotion Process for Rebates, Trade-Ins and Free Product Website Submission Process, SAP Look Up and Escalation

4. System receives promotion submission data from the website and processes

** Rebates may take up to 6-8 weeks for the customer to receive after submission, but are typically processed within 4 weeks.

Rebate and Trade in Status Inquiries

If the customer verifies that they submitted the online redemption form, and it has been at least 4 weeks since they submitted the request, please get the customer contact information and email syteam@welchallyn.com with: MC#, Date submitted, and customer information. System will investigate and let you know if additional information is required from the customer (such as W-9 form).

***Rebate fulfillment transactions are not visible in SAP, so there is no way to look up status of a rebate – you must contact system.**

Free Goods Promotions

1. Customer is required to enter info on website promotion page
 - They must upload invoice/proof of purchase
2. Once they click Submit

They receive a confirmation email as follows: **Product promotion email confirmation:**

From: "no-reply@welchallyn.com<mailto:no-reply@welchallyn.com>" <no-reply@welchallyn.com<mailto:no-reply@welchallyn.com>>
Date: April 11, 2017 at 8:09:42 PM PDT
To: <Ryan.Nance@henryschein.com<mailto:Ryan.Nance@henryschein.com>>
Subject: Thank you

Thank you for redeeming this special offer from Welch Allyn.

This email confirms we have received your submission. A confirmation email has also been sent to the customer email address you entered.

For status updates or inquiries regarding your order, please contact your Welch Allyn representative and reference your order for promotion: MC14001: Q3 FY17 ECG Promo and Confirmation ID 26616

Please consider the environment before printing this email.

E-mail messages may contain viruses, worms, or other malicious code. By reading the message and opening any attachments, the recipient accepts full responsibility for taking protective action against such code. Henry Schein is not liable for any loss or damage arising from this message.

The information in this email is confidential and may be legally privileged. It is intended solely for the addressee(s). Access to this e-mail by anyone else is unauthorized.

3. System receives the free goods data from the website, then an order is created in SAP to send product to the customer **It may take 4-6weeks from submission until customer receives product

Promotion Process for Rebates, Trade-Ins and Free Product Website Submission Process, SAP Look Up and Escalation

Free Goods Status Inquiries



Promotion orders for Free Goods are processed in batches once a week.

1. Search PO Number field in ZOTCM: Use **Confirmation ID number** from email sent to customer when promo request was submitted

Display Promotions 72645341: Overview	
Promotions	72645341
Net value	0.0
Sold-To Party	10871444
Ship-To Party	10101003
PO Number	26616
Email Confirmation ID #	

2. If the customer does not have the Confirmation ID #, or if you are not able to locate the order using the Confirmation ID #:
 - You can search ZOTCM **Ship to PO field using the MC #** (MC# is always entered in Ship to PO field)
 - This will bring in all free goods orders that have been created for that promotion – you can look for the customer name in ZOTCM results

Days Past Due		to
Incoterms (Part 1)		to
Incoterms (Part 2)		to
Ship Complete Ind		to
Undisclosed		to
Credit Release Date		to
Ship-to Purchase Order	MC14097	to
Sales District		to



Searching by Sold to or Ship to account **will not** locate the order. Each promotion uses a unique Sold to account, and Ship to addresses are manually entered using Cancun account.

3. If still unable to locate the order:
 - Email system with the following info:
 - If possible the original Promo flyer MC#
 - Customer name and complete ship to address
 - The date they said they submitted the promotion request form on the website
- System will research and get back to you

Marketing Process



This is the process that Marketing follows each time a new promotion is launched

1. Marketing creates the promo flyer
2. **Marcom owner...**
 - Creates the redemption webpage and sets up the form to populate the report generator tool correctly
 - Publishes flyer on web as needed (promotions page, distributor page, product page features as needed)
 - Deactivates all web features after purchasing deadline has passed.

Promotion Process for Rebates, Trade-Ins and Free Product Website Submission Process, SAP Look Up and Escalation

- Deactivates the redemption page after redemption deadline has passed.

3. Regional marketing or channel marketing owner...

- Briefs SRS and Customer Service teams on promotion and gives them the flyer
 - Flyer is uploaded to be available via KC/KM System
- Briefs System on promotion, gives them the flyer and tells them which report they'll pull for redemptions (report name will always start with the MC# from the flyer)
 - **Note: If this step doesn't happen, redemptions don't get processed because the team doesn't know to pull that report.**
- Posts flyer to LaunchPad for Sales Rep access

Example of Promotion submission form on website:

Facility Information

Facility Name *	Parent Organization	Facility Address *	Facility Address (cont)
Facility City *	State/Province *	Postal Code *	

Contact Information

Contact Function/Title	First Name *	Last Name *	Phone *
Tax ID #	Email *		

Shipping Information

☐ Shipping Information Same as Facility Information

Facility Name *	Address *	Address (cont)	City *
State/Province *	Postal Code *		

Purchase/Redemption Information

Welch Allyn Rep Name	Distributor Company	Distributor Rep Name	Distributor Rep Email
Distributor PO #			

Redemption Options

Enter the number of Spot LXI devices traded in. (Please attach proof of serial numbers below.)

Enter the number of Connex Spot Monitors being purchased.

Upload Invoice(s) and proof of trade-in (must include serial number(s) of all devices traded in)(REQUIRED for all submissions). For rebates totaling more than \$500, upload a W9 as well. Submissions without required documentation will not be processed.

No file chosen

[Add another file](#)

☐ Would you like to receive emails about new Welch Allyn products, promotions and solutions?

Offer good on purchases made from September 1 through December 15, 2017. Offer must be redeemed by December 31, 2017. No late submissions will be accepted.

Offer available on eligible purchases made September 1, 2017 – December 15, 2017 only. To be eligible for offer, customer must purchase qualifying Welch Allyn products identified in this document, provide proof of Welch Allyn purchase and provide validating eligible device trade-in information as indicated on the redemption form found at www.welchallyn.com/VitalsUpgrade. To qualify for the rebate all information must be submitted via the online redemption process by December 31, 2017. Promotion valid to ambulatory care and long-term care end-users in U.S. only. Distributor stocking orders do not qualify. Please allow 6-8 weeks for receipt of rebate. Promotion cannot be combined with any other promotion, offer, coupon, enhanced discount or special pricing arrangement; some exclusions may apply. Any customer with a rebate amount of \$500 or more is required to submit a W-9. All rebates of \$500 or more will come in the form of a corporate check payable by Welch Allyn in 60 days.

MC14463 IO-107181