



## U.S. Winston Trade-in Program

### Objective:

Create and implement a trade-in program for Winston equipment that increases sales to new customers, removes competitive (as well as older Winston) equipment from the field and supports loyal customers who are currently using older Winston equipment.

### Goals:

- Create opportunities and sales for Winston rep groups.
- Increase Winston product awareness within all market segments.
- Decrease duration of average sales cycle.
- Decrease usage of competitive equipment within all market segments.

### Rep Tactics:

1. Create program interest through emails, social media, and/or tradeshows.
2. Focus on markets applicable to the models offered with the program.
3. Identify opportunities for the models offered with the program.
4. Create awareness with preferred dealers in your territory.
5. Maximum discount of any sale attached to trade-in is 50/15 (unless approved by Winston Regional Sales Manager).
6. Standard commission rates per Winston sales policy apply to net sales price after rebate.

### Program Details:

Customer focus: Culinary, Schools, Food Stores, and Chains.

### Trade-in Allowances:

Type of Equipment	Rebate	Winston Model Purchased
Holding Cabinets (full sized)	\$500	HA4022, HA4519, HA4522, HAD022, HMA018, HOV7-14UV, HOV7-14SP, HOV5-14UV, HOV5-14SP
Holding Cabinets (half sized)	\$300	HA4003, HA4503, HA4005, HA4507, HA4509, HC4009, HOV7-04HP, HOV7-04UV, HOV7-05UV, HOV5-04HP, HOV5-04UV, HOV5-05UV
Hold & Serve Drawers	\$200	All models
Retherm Ovens (full sized)	\$1,000	CAT522, CAT529, RTV7-14UV, RTV5-14UV
Retherm Ovens (half sized)	\$750	CAT509, CAT507, RTV7-04UV, RTV7-05UV, RTV5-04UV, RTV5-05UV
Retherm Ovens (stacked pair)	\$1,000	CAT507/07, RTV7-05UV-ST, RTV5-05UV-ST
Cook and Holds (full sized)	\$1,000	CAC522, CA8522, CHV7-14UV, CHV5-14UV
Cook and Holds (half sized)	\$750	CAC503, CAC507, CAC509, CA8509, CHV7-04HP, CHV7-04UV, CHV7-05UV, CHV5-04HP, CHV5-04UV, CHV5-05UV
Cook and Holds (stacked pair)	\$1,000	CAC507/07 CHV7-05UV-ST, CHV5-05UV-ST
Low Pressure Fryers (4–6 Head)	\$1,000	LP46, LP56
Open Fryers (4–6 Head)	\$500	OF49, OF59

If equipment submitted for trade is a Winston model, rebate will include an additional \$250.

## Trade In Procedures

1. One form per trade-in related purchase order is required.
2. Winston sales rep identifies and qualifies trade-in opportunity with end-user and calculates rebate amount. Any existing piece of equipment to be considered for the trade in must be a similar piece of equipment (holding cabinet for holding cabinet, etc.) unless approved by Winston Regional Sales Manager. It is allowable to trade in a cooking unit for a retherm oven or cook and hold oven.
3. Winston sales rep qualifies the trade-in equipment and works with the customer to complete the rebate form. All form fields must be completed and a legible photo of the unit or serial tag must be submitted with the form. Loyalty rebates submitted without all requested information will result in forfeiture of \$250 rebate from rebate total.
4. The Winston's rep quotes the appropriate dealer on the equipment (discount not to exceed 50/15 from current Winston list price unless pre-approved by Winston Regional Sales Manager) and coordinates quotation to end-user.
5. The appropriate rep receives the purchase order from the dealer and emails to the factory for processing.
6. Winston reserves the right to deny rebate applications. If there are any discrepancies in the rebate form, the Winston sales rep will be notified immediately.
7. The new equipment order is entered, and the order is scheduled for assembly and shipment. The order confirmation will be sent to the dealer.
8. Winston equipment is delivered, received, and installed according to purchase details. The Winston sales rep performs training on the unit.
9. Rebate forms must be received no later than 90 days from the invoice date (of the replacement order).
10. Rebate forms must be submitted to [Insidesales@winstonind.com](mailto:Insidesales@winstonind.com).
11. Submissions are sent to Customer Relations Manager for validation.
12. If submission is denied, the Customer Relations Manager will notify appropriate Winston Sales Manager. Winston Sales Manager will communicate denial to the Winston Sales Rep.
13. If submission is approved, the Customer Relations manager attaches the rebate form to the original order and enters a call log. Call type: Program, Call description: Trade In Program, Call Notes: See attached forms.
14. Validated submissions are sent to Foodservice Director of Operations for final approval and sent to Accounting for processing.
15. Winston Accounting Department will issue the trade-in rebate after receipt of payment from the applicable dealer of the invoice for the trade-in equipment. Allow 6-8 weeks from receipt by Winston of invoice payment from the applicable dealer for issuance of trade-in payment.
16. Winston Accounting Department will submit a commission adjustment form upon rebate check processing.



**QUESTIONS? Contact Winston Foodservice at [Insidesales@winstonind.com](mailto:Insidesales@winstonind.com)**

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[winstonfoodservice.com](http://winstonfoodservice.com)