

# Dealer Proposal Guide

Our process ensures a comprehensive understanding of your capabilities and alignment with our goals.



Building our **family of people** through **growth** while offering personalized service in everything we do.

With over 45 years of knowledge and experience, Buskro has become the trusted specialist in inkjet systems.

## Dealer Benefits

### Exclusive Access to Innovative Products

As an authorized dealer, you'll have access to our latest products, including our new 8.5" Titan One4C printhead and DLP 1085.

### Comprehensive Training and Support

We provide extensive training and ongoing support to ensure you are well-equipped to represent and sell our products effectively.

### Marketing and Promotional Support

Benefit from our marketing strategies, including promotional materials, advertising campaigns, and participation in industry events like our Open House and industry tradeshows/conferences.

### Attractive Margins and Incentives

Enjoy a standard dealer discount, competitive pricing, attractive profit margins, and special incentives for achieving sales targets.

### Enhanced Credibility

Aligning with Buskro enhances your business's credibility, showcasing your commitment to offering high-quality, innovative solutions to your customers.

## Solutions we Provide



Labelling



Card



Direct Mail



Packaging



RFID



Encoding &  
Automation

# Steps for Submitting Your Proposal

1

## **Submit Dealer Interest Form on Buskro Website**

Submit online form on [www.buskro.com](http://www.buskro.com) showing interest in becoming a dealer. This form will include basic company and contact info that will be reviewed by Buskro before following up to Step 2 of the process.

2

## **Mission & Values & Company Overview**

Details of the company's mission and core values, highlighting how these principles align with Buskro's ethos of innovation, quality, and customer service.

3

## **Business Expertise & Market Presence**

Describe the company's industry experience, products and services, geographical coverage, previous partnerships, relevance in the printing industry.

4

## **Strategic Fit & Intent**

Outline your interest in Buskro products, target customer demographics, and a marketing strategy to promote Buskro's products effectively.

5

## **Operational Capabilities**

Discusses the company's sales infrastructure, logistical capabilities, and financial health to support the distribution and sale of Buskro products.

6

## **Additional Supporting Information**

Any additional information that supports the application, such as training, certifications, awards, and proposed terms for the dealership agreement.