

# FULL LINE DEALERS PROGRAM OVERVIEW

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## Available Products

- Gasoline-powered products
- Battery products
- Corded-electric products
- Manual hand tools
- All related accessories and spare parts

## In-Store Displays

- Planograms vary, depending on the local market, store capacity, and full line dealer requirements
- Opening stock orders have a broad range of products and can be tailored based on customer needs
- STIHL will plan, install, and merchandise products to maximize profit per square foot of STIHL products

## Service & Warranty

- Full Line STIHL Dealers are required to service STIHL products, including diagnostics and repairs
- STIHL will provide training and support to qualify both new and experienced service technicians
- Warranty support is provided by service techs and coordinated with STIHL Branches/Distributors

## Training & Product Registration

- STIHL service training is a four-tier program:
  - Bronze - Online training through STIHL iCADEMY® is available to all store employees
  - Silver - Instructor-led technical training through the STIHL Branch/Distributor
  - Gold - Advanced instructor-led technical training for seasoned techs through STIHL Inc.
  - Platinum - Elite instructor-led technical training for advanced techs through STIHL Inc.
- Register sold products using STIHL EDGE or STIHL eService

## Marketing Advantage Program (MAP)

- Full Line dealers must participate in MAP
- MAP includes the following benefits:
  - STIHL PowerChord Dealer website
  - STIHL Dealer locator
  - STIHL national and regional advertising

**STIHL**