

CHANNELPRO

Distributor Success Platform



Discover why we're better together. The ChannelPro distributor platform is designed to drive mutual success. Whether you're an independent or national electrical distributor, you'll find tools, resources and incentives tailored to your business.

It starts with our industry-leading brands and product innovations. Plus, we've developed tools to help you sell more efficiently in today's rapidly-evolving landscape. Think stock programs, free training and education, merchandising and marketing support.

For your stock and project business, we offer program benefits and financial incentives to keep your business growing. And, it's all backed by our unmatched support and customer service.

Ready to grow your business?

Cooper Lighting Solutions + Your Business A Recipe For Success.

cooperlighting.com/channelpro

	MarketPro	PartnerEdge	MDF Marketing Development Fund
WHAT IS IT?	Stock program for electrical distributors-US	Incentive program for electrical distributors-US & Canada	Program for partnered electrical distributors-US & Canada
WHAT DOES IT OFFER?	Simple solutions for your lighting business. MarketPro gives distributor partners access to best-selling, ready-to-ship products. Plus, all the tools needed to keep stock flowing. . . and business growing.	A competitive edge for national distributor partners. PartnerEdge helps national distributor partners earn incentives, boost profits and scale-up their lighting businesses.	Tools to develop your team and enhance your business strategies. Market Development funds gives partnered distributors the opportunity to earn reimbursements for marketing campaigns, training programs, merchandising and more.
WHERE DO I ACCESS IT?	<ul style="list-style-type: none"> ▶ cooperlighting.com/marketpro ▶ cooperlighting.com/channelpro 	<ul style="list-style-type: none"> ▶ cooperlighting.com/partneredge ▶ cooperlighting.com/channelpro 	<ul style="list-style-type: none"> ▶ Hosted by partnered distributor sites

BENEFITS AND INCENTIVES

MARKETPRO

Distributor Stock Program

- FREE FREIGHT
- GUARANTEED RETURNS
- SAMPLE BEFORE YOU BUY
- MERCHANDISING & REWARDS
- TRAINING & EDUCATION

PARTNEREDGE

Distributor Incentive Program

- BASE VOLUME
- STOCK LOYALTY
- ANNUAL GROWTH
- MARKET PLANNING
- MDF FUNDS