



Gulf Lubricants is excited to offer Distributor Sales Personnel (DSP) the opportunity to participate in **GULF's Cash Grab**, a sales incentive program to help drive sales of Heavy Duty, Industry, and Consumer Lubricants.

This program is designed to put extra cash in the hands of the DSP, while driving the overall distributor sales.

As DSPs bring on new business to the distributor with eligible Gulf products they earn cash for the Following 6 months on the new accounts. See "**Gulf Cash Grab**", below, for details on payouts.

Signing up for this exciting **Gulf Cash Grab** is simple, just complete the following form and submit to you Gulf Territory Manager and start **Grabbing CASH!**

### **Guidelines**

- A W-9 must be on file prior to receiving any payouts from Nu-Tier Brands.
- Must be 21 years old or older and working for a Gulf contracted distributor at time of payout.
- A 1099 will be issued according to the IRS requirement, for the following year.
- All sales of qualified products made to new accounts in the initial 6-month period are eligible for the **Gulf Cash Grab**.
- Each new customer account has a \$1,000 maximum payout. Customer identified by shipping address and/or ship to number.
- Maximum of \$5000.00 per distributor.
- A minimum of 500 total gallons must be sold by the DSP prior to incentives claimed being paid. Once 500 gallons is reached per quarter the DSPs will be paid quarterly based on submissions.

- Employees who quit or are terminated during the program period are not eligible to receive payouts.
- Overall Distributor gallons must be up year over year equal to or greater than the total amount of payout gallons.

## **Submission Process**

Step 1: The DSP enters in new account into Nu-Tier Brands Website. Once entered the Nu-Tier Brands Territory Sales Manager will verify and approve that new business meets the incentive program requirements.

The DSP verifies the sale by one of the following methods:

Uploading a scanned PDF containing invoices into Nu-Tier Brands Website or filling out submission form and Faxing copies of invoices to Nu-Tier Brands Territory Sales Manager.

Please ensure you retain copies for your records.

Step 2: The Nu-Tier Brands Territory Sales Manager will review all submissions and approves, denies or places on hold the submission based on program guidelines.

If approved, DSP will receive 2 quarterly payments by Nu-Tier Brands based on submission. If denied, an investigation into the claim may be conducted.

All approved submissions by the DSM will be paid the month following approval.

## **Additional Program Information**

### **What is considered a new account?**

Any customer that has not purchased Gulf Lubricants from any distributors in the past 12 months qualifies as a new account.

### **6 Months Sell-In Window**

Sell in window is 6 months from first date of invoice to the new customer to sell-in as much product as possible. After 6 months the account will no longer be eligible for any payouts for 36 months.

## **60-Day Invoice Window**

All invoices must be submitted to Nu-Tier within 60 days of invoice date and end of program date to be considered for incentive payment.

## **Sales Audits**

All participating distributors agree Nu-Tier has the right to audit all submissions and verified sales. Further, participating distributor agrees to provide a full access to Nu-Tier for all records relating to incentive payouts within 30 days of written request. In the event there is a lack of supporting documentation, the distributor will be charged back for payment previously made.