

BATTERY & ELECTRIC RETAILERS PROGRAM OVERVIEW

Available Products

- Select battery products (AS, AI, AK, and select AP products)
- Corded-electric products
- Manual hand tools
- Related parts and accessories
- BER locations will not have access to STIHL gas-powered units, parts or accessories

In-Store Displays

- 8-foot or 12-foot planograms, using existing store fixtures
- STIHL BER planogram signage kit (included with opening stock order)
- STIHL EDGE Lite touchscreen display (included with opening stock order)
- A fully assembled unit must be on display, and units must be assembled upon customer request
- Products can be sold in the box, with the exception of chainsaws

Service & Warranty

- BER locations are not required to service STIHL products
- BER locations will have limited diagnostic capabilities
- Warranty support coordinated with STIHL Branches/Distributors

Training & Product Registration

- Two employees must complete STIHL iCADEMY® online training for BER approved products
- Register sold products using STIHL EDGE Lite or STIHL eService

Marketing Advantage Program (MAP)

- BER locations must participate in MAP
- MAP includes the following benefits:
 - STIHL PowerChord Dealer website
 - STIHL Dealer locator
 - STIHL national and regional advertising
 - STIHL EDGE maintenance and updates

STIHL