



# Partner Programme

A practical guide to working with Hansford Sensors  
to get the most out of our partnership



## Hansford Sensors' Industry-leading Partner Programme offers exceptional support and service excellence, helping to transform our partners' opportunities into revenue generating streams.

We are an internationally highly acclaimed, award winning manufacturer exporting in excess of 85% total annual sales.

Being a partner is about much more than doing business with us. It's about building long term relationships and cultivating a collaborative platform to strengthen opportunities and streamline operations.

As a partner you are invited to share:

- Extensive market experience spanning decades
- Well-known, highly regarded, specialist brand
- Proven distributor business model that demonstrates successful growth
- Best possible prices to enable you to make a profitable margin

As your partner we offer:

- Top quality products for distribution to your growing customer base
- The technical know-how (training & certification for level 1 first-line support, and deep-dive technical support when needed)
- Unbeatable responsiveness to order placement and support requests
- On-time, flexible product customisation and delivery
- Extensive, personal business development and sales support
- The flexibility to work with your specific business, regional, and environmental needs
- A network of partners keen to share insights and tips



## About Hansford Sensors' Partner Network

Established in the UK in 2006, Hansford Sensors has a global network of partners, supplying more than 44 countries worldwide, attracting new partners joining the programme. Working with a variety of channel partners including franchise affiliates, dedicated distributors, internationally renowned systems integrators, vibration consulting resellers and OEMs.

Specialising in the design and manufacture of industrial vibration sensors for various applications, Hansford Sensors possesses the technical 'know-how' and customer service excellence that will enable you to build strong long-term relationships with your client base.

Committed to delivering the highest standard of support to our partners, our products include intrinsically safe models for approved use in Group I (Mining) and Group II (Petrochemical). We supply multi-sensor switch boxes, vibration sensor modules, portable vibration meters, accessories for sensors, vibration conditioning monitoring protection systems and customer-built vibration sensors, which are all available for distribution and resale.

# Opportunities for Partners

With analysts forecasting growth of 9.1% in the Equipment Monitoring market from the US, \$3.23 billion in 2018 to \$4.47 billion by 2023- there is significant opportunity for distributors of sensors, monitoring and analysis products. The vibration sensor market has recently enjoyed an 11% market growth and this is set to continue with rising levels of process automation and increasing pressure on health and safety compliance in all industries. Thus, the long-term prospect for partners working with leading vibration sensor manufacturer, Hansford Sensors, is one of sustainable, profitable growth.

## What will our partnership look like?

Hansford Sensors believes in developing win-win business relationships built on mutual:

### **1. Benefit-Revenue, Profit, ROI**

We will give you the best service and prices and will support you to deliver the same standard of service and value for money to your customer base.

### **2. Competence-Technical & Commercial**

Partners should be able to deliver first-line technical support and are encouraged to achieve our 'Technical Support' accreditation.

### **3. Enthusiasm- Open communication**

We share useful marketing tools and updates about our product range, we are always keen to learn how we can improve the experience of our products.

# What's in it for me?

- Tap into the **\$158 billion** global sensor market opportunity by partnering with an Award Winning manufacturer that will work with you to establish a profitable presence in your region.
- Maximise the value of your complementary products and services by selling quality vibration monitoring products that complement your offering.
- Help your customers reduce the risk of unexpected downtime with consistently high quality products that have an in process failure rate of less than 1%.
- Unique Own-Brand products you sell with individual company logos and part numbers, and package them as required.
- Market Development Funds are available to partners that are committed to maximising the business opportunities available in their region.

## What do I need to deliver?

We are actively looking for partners that have experience in the field of condition or vibration monitoring and analysis in any industry. Ideally, your organisation will have, or plans in place to recruit:

1. Dedicated commercial resources to develop an active customer base.
2. Internal technical capability to deliver first-line technical support.
3. Marketing resources to take advantage of the marketing support that Hansford Sensors has to offer.

When we begin to build a new partnership we like to get it right from the start. We will ask you to share your plans with us as to the type of partner you intend to be, so that we can ensure we dedicate the best level of resources to make the most of our relationship.

“Long lasting, high performing partnerships are the key to our success and we are committed to developing and supporting our global partner network”

*Chris Hansford, Managing Director*

# What business development support is on offer?

We are committed to supporting our partners in every way we can; whether that is to deliver technical training and certification, to customise our products, or provide localised marketing materials and Market Development Funds to support your marketing initiatives. Here is a summary of what is available to partners.

## Product Customisation



Our flexible approach to manufacturing enables us to supply urgent products quickly, adapt existing product lines or brand products with specified logos/part numbers, and supply customised packaging if required. Just let us know what you need.

## Technical Training & Certification



We have a range of tailored training courses available to partners that are seeking accreditation for first-line technical support to ensure that you are equipped to deal with the support requests you receive from your customer base.

## Product Information



From a 6 page Brochure on Hansford Sensors and our product range, to detailed Technical Datasheets and Application Notes- we have plenty of useful marketing collateral for your teams to use. We can localise them for your market as required.

## Sample Boxes



We can provide a selection of our products in a smart, portable, hardwearing case- ideal for demonstrating to prospects at exhibitions, trade shows, and practical sales presentations.

## Customer Testimonials and Reference Sites



With over 600 customers around the world that use our products in a vast range of industries - we can provide you with suitable testimonials that will demonstrate the application of our products in a way that is relevant to your sales prospects.

## Sales Lead Management Training



We have been in this business for a long time and we know what it takes to successfully nurture leads and develop a market. Our training courses are designed to impart this knowledge to partners that are serious about becoming dedicated distributors.

## Market Development Funding (MDF)



We know that raising the profile of your company is key to improving the volume of our products that you sell. All requests for MDF will be considered on a case by case basis, but approval is typically granted for marketing materials development and tradeshow/exhibition support.

## Customised Marketing Materials



As well as making available the usual logo files, image library and document templates you might need, we will happily work with you to customise all marketing materials, including website and exhibition kit, into your local language or for a specific industrial application/market.

## Exhibition/Tradeshow Kits



Exhibitions area a great way to showcase our products and we can provide customised posters, pop-up banners, brochures, advertisements, presentation advice, and stand representation as required.

## Newsletters



We regularly communicate with our partners, and advise you to do the same with your customer base. As such, we provide an 'end user' version of our marketing communications for you to translate and share. Alternatively, we can distribute for you.

## Partner Portal



We have a growing section of our website, dedicated to our sales partners. You'll find a wealth of regularly updated materials to help you sell and develop your market.

# Join Us

If you would like to join a growing global partner network and build your business around top quality products and excellent customer service, then please get in contact today.

We work with companies of varying sizes, and have a range of partnership opportunities available whether you are planning to be a:

- Dedicated Distributor
- Franchised Affiliate
- Value Added Reseller
- Systems Integrator
- Other Equipment Manufacturer

Our Partner Programme will be tailored to your needs so that we can maximise the benefits of working together.

We look forward to working with you.

Contact:

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For more information visit: [www.hansfordsensors.com/international/working-with-us/](http://www.hansfordsensors.com/international/working-with-us/)