

Parker Hannifin
EMEA Distribution Program



THE PEAK PROGRAM

OVERVIEW
BROCHURE





REACHING HIGHER TOGETHER

At Parker, we believe that success is built on partnerships. The Peak Program is our new distributor partner program, designed to accelerate revenue, reward success, and strengthen our joint commitment to the Parker brand. As your results grow, so do the benefits – unlocking richer incentives, dedicated support, and more opportunities to win in your market. We’re focused on making it easier to do business with us, with clear criteria, tiered recognition, and tools that help you move faster. We want to grow together.

What to expect? A clear program structure, scalable benefits, and incentives that recognize both total growth and strategic incentives for selected Parker product lines to be established as they become available. Supported by a digital, self-service experience that makes it easier to do business with Parker.

‘A tiered partner program
for Parker’s distributor
network that rewards
performance, partnership,
and supports growth.’



CLEAR ON OUR AMBITION

The Peak Program brings together clear entry criteria with three tiers of membership, each with benefits and incentives that grow with your success.



OUR OBJECTIVES

Incentivize growth and loyalty - helping high-performing distributors go further, faster.

Promote Parker's products and brand across your channels with consistent, high-impact execution.

Encourage self-service with Parker's digital tools to save time and streamline operations.

Recognize and support excellence with tiered benefits and focused enablement that help you win in your markets.



HOW IT WORKS

Three tiers – Silver, Gold, and Platinum – mapped to your Parker sales performance. As you grow, you move up and unlock more value.

Tiered benefits – a range of partner rewards that support growth opportunities.

Two incentive drivers – a Growth incentive on overall Parker business and a Strategic incentive on selected product lines as they become available.

Clear entry criteria grounded in legal agreement, sales level, Parker brand promotion, and use of Parker tools.



THREE TIERS INCREASING REWARDS



Silver Partner

The entry tier for distributors meeting baseline criteria - ideal for building momentum and unlocking early benefits as you progress through the program.



Gold Partner

For distributors meeting sales thresholds with consistent Parker brand promotion and strong tool adoption. Gold partners enjoy advanced benefits.



Platinum Partner

For distributors demonstrating exceptional Parker revenue performance and strategic focus across selected product lines. Platinum partners access the full suite of incentives and the highest level of dedicated support.



CLEAR BENEFITS

Working closely with our distributors, we've designed a set of partner rewards that bring measurable benefit to your business and our partnership.

Incentives that scale with growth

Earn incentives on total Parker sales growth, with additional incentives for strategic focus products to be established as they become available.

Account transition support (when appropriate)

Structured support when Parker business is transitioned to your organization – helping ensure a smooth handover, maintain customer momentum, and clearly defined roles and scope.

Web visibility & demand generation

Visibility via Parker 'Where to Buy' and lead-sharing programs that connect your team directly with qualified customer inquiries from Parker.

Marketing & event support

Co-marketing collaboration and exhibition support to increase your local market presence.

Recognition

Public visibility of your performance and achievements.

Application engineer & sales support

Platinum and Gold partners benefit from expanded access to Parker sales resources to accelerate pipeline and conversion, along with exclusive priority customer service. Platinum, Gold, and if applicable, Silver partners also receive specialist support to scope and specify customer applications.



YOUR INCENTIVE MODEL

Two drivers that reward what matters most.



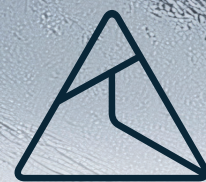
Growth Incentive

A percentage-based incentive on your qualified Parker revenue, aligned to your year-over-year growth.



Strategic Incentive

An additional incentive for promoting and selling selected product lines as they become available. This will unlock added value on top of your Growth Incentive.



LICENSE TO CLIMB

Before embarking on your journey you need to be fully prepared. To ensure you qualify for a tier, you'll be evaluated against four criteria.

Sales Level

Achieve the annual sales volume for your tier and maintain your Parker annual business plan.



Parker Promotion

Actively promote Parker products and brand across digital, in-store, and campaign channels.



Use of Parker Tools

Adopt Parker's digital self-service and demand generation tools to make it easier and faster to do business together.



Legal Agreement

Maintain a current, signed distribution contract with Parker.

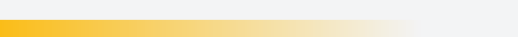
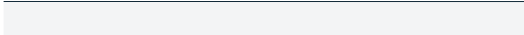
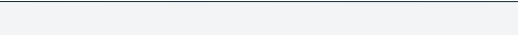
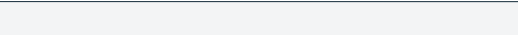
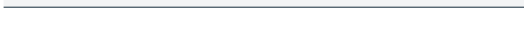
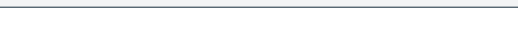
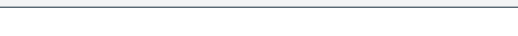
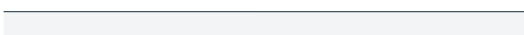
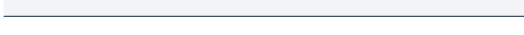
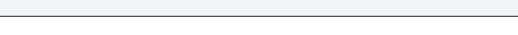
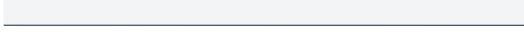
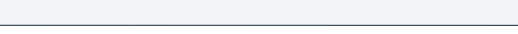
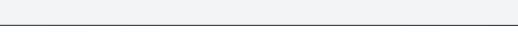




ASCENDING BENEFITS

Partner benefits span multiple areas – from monetary incentives to formal recognition, making participation a key advantage for distributors committed to reaching their peak with Parker.

Depending on the business need - 

		Platinum	Gold	Silver
Monetary	Growth & Strategic Incentives			
	Account Transition			
	Exhibition Promotion Payment			
Digital	Lead Transfer			
	Web ‘Where to Buy’ Promotion			
	Product File Syndication			
Marketing	Branding & Messaging			
Retail Store	Retail Store White Space			
Support	Sales & App Engineer Support			
	Customer-Focused Teams			
	Priority Customer Service			
	Executive Meetings			
Recognition	Award Program			
	Event Invitations			



GUARDRAILS AND GUIDELINES

Incentive structures may include limits to ensure sustainability

Incentive calculations can exclude value tied to account transitions to keep the focus on organic growth

Growth measurement starts above any general price increase or Industrial Production Index, ensuring incentives reward true expansion

Where applicable, a portion of incentive value can be designated for joint marketing activities, fuelling campaigns that drive future demand



LET'S GET STARTED

Your path to the peak - simple and clear.

Align with your Parker Account Manager

Schedule time with your Account Manager to review your current performance against tier criteria.

Confirm your starting tier

Identify your launch tier and understand its benefits, commitments, and expectations. Agree on any short-term actions needed to secure or improve your position.

Align on selected product focus and marketing activities

Confirm the key Parker product lines you'll focus on together. Review existing business and marketing plans to see where the program supports them. Agree on any joint marketing or lead-generation activities linked to your tier.

Join the program and activate tracking

Sign the Undertaking Letter to formally join at your agreed tier. Ensure incentive tracking and reporting are active.

Confirm and launch your joint business plan

Finalize or validate a concise joint business plan aligned with your tier and target products. Agree milestones, KPIs, and review cadence, then kick off activities and schedule the first review.



SEE YOU AT THE SUMMIT

LEARN MORE AT [PARKER.COM/REACHYOURPEAK](https://parker.com/reachyourpeak)
OR SPEAK TO YOUR ACCOUNT MANAGER

