

Cleveland[™]

Take a Trip to Canada

Overview

The SteamPro program is designed to incentivize dealer sales representatives who complete online training by offering a points-based reward system. The program aims to enhance sales performance and provide additional training opportunities through a combination of rewards and experiences.

Eligibility

Dealer sales representatives must complete the SteamPro Dealer Online Sales Training Program to qualify. This training program consists of 8 modules covering the basics of commercial steam cooking equipment. Learn about the Cleveland Advantage across three product lines: Steamers, Kettles, and Skillets.

Points Accumulation

Sales representatives will accumulate points based on their purchase orders. 1% of the total purchase orders will be converted into points. For example, a sales representative who places \$250,000 worth of orders over a period of 12 months will accumulate 2,500 points.

Rewards

Sales representatives who accumulate 2,500 points will qualify for a 3-day, 2-night trip to Toronto, Canada. The trip will include extensive training at the factory as well as fun activities in the city. Sales representatives who complete the training but do not reach 2,500 milestone can redeem their points for other gifts, prizes, and swag.

