

sebel



Authorised Dealer Program

2017

Sebel Furniture overview

For generations the Sebel name has been synonymous in Australia with high performance, high quality furniture.

Since producing our first chair in 1952 Sebel has grown to be one of the largest and most diverse furniture manufacturers in the Southern Hemisphere. The continued success of Sebel is no accident; it is built upon an unwavering commitment to three core pillars – form, function and quality. Indeed, we believe it is our passion for innovation in these critical areas that sets the Sebel name apart from all others.

Today, Sebel offers seating and furniture solutions for virtually every industry type and application imaginable:

- Schools, Colleges and Universities
- Hospital and Aged care facilities
- Stadia & Auditoriums
- Hotels and casinos
- Recreational clubs
- Conferences and Events facilities
- Government Departments
- Correctional facilities
- Religious facilities

Sebel's Sydney manufacturing and storage facilities are amongst the largest in the Southern Hemisphere which features state-of-the-art robotic technology and injection moulding machines.

New technology is progressively being installed to further expand Sebel's manufacturing ability.

Sebel was a pioneer in the use of injection moulding and manufactured the world's first stackable monobolic chair, the Integra, in 1974. Today the Integra can be found in cafes, restaurants, classrooms, auditoriums and churches around the world.

Our commitment to innovation was illustrated in 1996, when Sebel released the Postura chair, which is now Australia's number one selling school chair and the most recognised school chair in the world.

In 2000 Sebel's Podium seating was chosen for the main stadium at Homebush Bay – the venue of the Sydney Olympic Games.

2011, Sebel launched the Performance Edge range of desking which featured a robust injection moulded edge in standard classroom desk sizes and new mobile group learning options; the Postura + one piece linking chair, the Postura recycled option and we continued with our Green option the Eco desk 100% recyclable range.

In 2017, Sebel continues to launch new and innovative products such as the Twist'n'Lock leg, a patented groove system that allows fast and easy adjustment of tables.

Sebel is the only furniture company in Australia to operate its own testing facilities accredited by NATA in Australia.

This ensures every Sebel product meets Australian and International Standards. Sebel's international reputation as an accredited manufacturer of quality and unique commercial product is renowned.



Loved by over 11, 300 schools, and with 7.7 million chairs sold worldwide, the Postura is Australia's number one selling school chair

Authorised Dealer Program

Sebel sales and customer support teams currently concentrate efforts in major metropolitan areas within Australia and New Zealand, which leaves significant areas of untapped potential.

Through a trial program we have identified that these regions, properly serviced can support an active and well connected local AD program. This is a ground floor opportunity in selected geographical areas.

An Authorised Dealer is an individual or business that works both independently and at times with our sales team to sell Sebel products to new and existing customers. The Authorised Dealer prospects for sales leads and introduces customers to the broad range of Sebel products within a defined geographical territory.

The Authorised Dealer purchases the products from Sebel at a discount level below List price. The discount level varies across the product range and takes into account existing Sebel contract arrangements. At all times we aim to be transparent in our dealing whether it be pricing structure or who and how the AD or Sebel engage the customer.

The AD is provided with training, brochures, guides, price list access, samples and market intelligence where available. Joint mail marketing campaigns are envisaged when the opportunities present and dealer support required.

What are we looking for?

Outgoing, entrepreneurial individuals and /or independent businesses to represent Sebel with enthusiasm and integrity.

It is expected that you would have furniture experience or be currently working with products and customers with mutual opportunities. You will be well connected in your community and have a sound knowledge of businesses in your region. You will learn how Sebel evaluate facilities with an eye for opportunities. Ideally you will have a consolidation point close to a capital city to receive deliveries and be capable of performing basic installation works.

Sebel focus & strategy

Educate.
Heal.
Celebrate.

We believe that every individual has incredible potential.

As part of the community, we help create environments that educate, heal and celebrate that potential.

We design and manufacture innovative, high quality, incredibly durable furniture, is human-centred and is specifically designed for those environments.





What we provide

When we have a signed agreement we will provide:

- Up to \$3000 of samples
- One on one training
- Local launch assistance
- Online Access To
 - Pricelist(s)
 - Order Tracking
 - Order Acknowledgement emails and Weekly Summary of Order Status
 - Web Based data sheets
- Brochures and Campaign Support
- Annual sales conference TBA
- Ongoing support and training
- Images
- Window Signage
- Internal Business Development Manager
- Local geographic customer data
- Competitor Knowledge
- Reliable Warranty Support
- Brand Presence
- Design led innovation in products and services
- Tested and Market specific Products
- Support in understanding the market and leadership to that market with innovation and a nurturing culture

What next?

If you believe you have the relevant background please complete the attached application form and email to -

John Ashton

National Dealer and Contract Manager

✉ jashton@sebefurniture.com

Frequently asked questions

Is this an exclusive arrangement?

No, for several reasons. Sebel holds contracts in WA and Queensland with the state governments and are therefore contractually obligated to supply state schools and they have preferred direct pricing. No contracts exist directly with State government outside of WA and Qld

Who pays freight?

Prices are reflective of the metro city you are local to and therefore no extra charges for freight are levied to the Sebel warehouses. You can collect from the Metro warehouse or Sebel will deliver for free to your metro carrier currently for orders over \$3k.

What happens if there is a warranty claim?

We will require full details of the order past or present and digital photo images. Please send this to our customer service dept. for evaluation and response.

How quickly will you earn commission?

Australian Authorised Dealer buy prices are typically 25-30% below list price. As an AD Sebel will expect you to charge up to list price subject to the nature of the enquiry. Your margin is made when you get a sale and get paid by your customer.

How long does it take for an order to be delivered?

Lead times vary subject to the product you order and your location. Sebel communicate lead times via the Product Options Guide (POG).

How do I quote products?

You will be trained to use the Sebel price list and prepare quotations for the customer. Assistance is always available to get you started and confident in the products you recommend.

Do I need and A.B.N.?

We recommend before proceeding with an agreement you seek financial and legal advice as this will depend on your own particular circumstances.

Do I get credit?

As part of our assessment process we will be asking you to complete our standard credit application form. This will be passed to our insurance company for review. Based on their assessment a credit limit may be offered. Naturally all accounts must always be operated within the credit terms.

Do I need Public Liability?

Yes, as you will be entering public and private facilities it is essential that you have the necessary insurance coverage.

How do I place an order?

Once a quote is accepted by the customer, we will need a purchase order and may require a credit application to be completed. Credit is entirely at Sebel's discretion and may take 24-72 hours to process. Once the order is accepted we will enter the products to be manufactured into our manufacturing system and advise the customer directly of the anticipated delivery date.

What if I need help with a sale or additional information?

Please contact Customer Service for advice. You will also be allocated an Internal Business Development Manager to look after your account and help you with more complex deals. This person will make contact every month.

Sebel has so many products and finishes how do I know what to offer?

Many of these questions will be covered in your training, Sebel produce a standards guide which lists the finishes available.

You mentioned Sebel's contracts - what are they?

Many State governments administer contracts that we currently supply under, currently Qld and WA are being serviced under contract for Education

How do I make great money?

Dedication and product knowledge, remember the goal is not to travel vast distances or spend time to sell relatively inexpensive or small value items like a multi level marketing, you can use the telephone and internet for these sales, concentrate on the bigger project and volume opportunities that exist. Become a trusted consultant to your customers and have their interests as a priority if you do this you will achieve your goals. Be aware and prepared that it will take time for you to develop these business relationships. This is not a get rich scheme it is for people who want to invest in themselves and customers for the long term.

Sebel view this opportunity as a partnership, we are here to help you succeed.

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