

Understanding Your Relationship Development Fund (RDF)



Grow Your Business
with Mitsubishi Electric





How does it work?

Mitsubishi Electric Partners can benefit from a Relationship Development Fund (RDF) which grows with the amount of business you do with us.

As the name suggests, RDF is a reward scheme to help finance joint sales and marketing activities that will help grow your business. It can also be used to fund Mitsubishi Electric training courses.

As a Partner, you will accrue a **Relationship Development Fund of 2%** of your total invoiced (excluding VAT) purchases of finished goods with Mitsubishi Electric (excluding commercial heating products, chillers and spares).

Your RDF will be calculated over 2 x six monthly qualifying periods:

Period 1

RDF for the period of April to September

All claims must be submitted by **31st August**

Period 2

RDF for the period of October to March

All claims must be submitted by **28th February**

No amount of your RDF will be carried over to the next period, so use it while you can and be aware of the closing dates for each.





Making the most of your RDF

> Training

Mitsubishi Electric Partners receive a **free** allocation of training courses to help you and your expert team of installers stay up to date with industry knowledge. However as your business grows, so will your team and product installs.

- **Air Conditioning AI's** receive 2 free training days per annum
- **Air Conditioning BSP's** receive 10 free training days per annum
- **Air Conditioning DQPs** receive 20 free training days per annum
- **Heating BSP's** receive 5 free training days per annum
- CPD accredited
- 6 nationwide advanced training facilities

We also offer a variety of tools that you can purchase through the training department:

- > City Multi Design Tool
- > Audit Tool
- > Maintenance Tool

To stay up to date in this ever-changing industry, you can supplement your free allocation by using your RDF on courses that are **100% funded**. No contributions from Partners are required.

The Learning Management System

The Learning Management System is an online training platform, offering more flexibility for your engineers to complete Mitsubishi Electric training.

Our Award-winning blended learning solutions provide your engineers with the flexibility of online training programmes combined with live workshops and hands-on commissioning of Mitsubishi Electric products. Heating, Ventilation and Air Conditioning engineers can continue developing their skills to suit their schedules with minimum travel required.

You can view available courses and book sessions through our website at les.mitsubishielectric.co.uk/installers/installer-training or scan the QR code.





> Relationship Development Fund Benefits Summary

Mitsubishi Electric will support our partners in co-funded marketing activity. We can support your business so you can claim up to 50% on a number of agreed marketing activities - subject to available RDF.

Activity	Funding Structure
Partner Development	
Training Sessions	Accredited Installers receive 2 FREE training sessions per annum. Partners can use up to 100% of their RDF on additional Mitsubishi Electric product training sessions.
Own Premises Air-Conditioning, Ventilation and Controls Equipment Purchase	After your standard purchase terms have been applied. The remainder is funded up to 50% from the RDF.
Mitsubishi Electric Technology	The Mitsubishi Electric Maintenance tool can be 100% supported from your RDF subject to attending the relevant training courses and application accepted by our After Sales Technical Department.
Matched Funding	
Brand Awareness <ul style="list-style-type: none"> ■ Branded clothing/promotional goods ■ Co-marketing activity ■ Advertising ■ Websites 	Mitsubishi Electric can contribute up to 50% of costs up to the value of the Partner RDF activity (subject to approval).
Mitsubishi Electric Managed	
<ul style="list-style-type: none"> ■ Networking Events ■ Digital Advertising 	Mitsubishi Electric will organise these activities on your behalf and are 100% supported from your RDF.
Other Activity	
<ul style="list-style-type: none"> ■ Special promotions ■ Events ■ Factory Visits ■ Industry Membership 	Mitsubishi Electric will consider all other marketing requests for possible support via the Partner RDF.



Listed below are the types of activities that we are happy to support*:

■ Own Premises Air Conditioning

Why not enjoy the benefits of Mitsubishi Electric's market leading Air Conditioning in your own office. Once purchased and installed, you can claim up to 50% off the costs.

■ Website Development

We can support you in the redesign of your company's website to include our logos, product shots and information on our product range. Please ask for images and content.

■ Vehicle Livery

Promote your company alongside Mitsubishi Electric on your company vehicles and we can share the cost.

■ Case Studies

Case Studies, or examples of individual installations, are an excellent means of promoting our joint business venture together. Whether your installation is large or small, we can help you promote your success stories to generate enquiries and grow your business.

■ Workwear & Promotional Goods

Co-brand a wide range of promotional goods and workwear. To view the latest workwear and promotional goods, please visit the workwear portal available on the Partner Portal: rdfcatalogue.kustom-clothing.co.uk or scan the QR code.



■ Brochures

Present your company and Mitsubishi Electric in a professional light with a well-designed, printed or pdf brochure.

■ Advertising

Advertise your company alongside Mitsubishi Electric in your local, national or specifically targeted press e.g. Yell.com or sponsored links on the internet.

■ Exhibitions and Seminars

Exhibitions and Seminars provide an ideal opportunity to promote your business and show potential customers the benefits of Mitsubishi Electric's product range. We can help you plan, support and contribute towards the costs.

■ Sponsorship

Promote your company or our product range by sponsoring a local sports team or event.

*Subject to prior approval.





Mitsubishi Electric Managed Digital Advertising

Mitsubishi Electric offer three bespoke digital marketing packages to look after all of your digital advertising needs. This includes social media management, social media advertising, website optimisation, lead generation and google advertisements. Each package is bespoke and flexible, depending on your needs as a business. We offer three packages: Silver, Gold and Platinum. Each package is subject to available RDF.

Mitsubishi Electric managed digital advertising packages are 100% supported by your RDF and does not require Partners to make a contribution.

Free Marketing Support via The Partner Portal

The Partner Portal is the one-stop shop for all of your marketing activities. The Portal is regularly updated with professionally designed templates, key themes for promotions and a wealth of content to use on your social media channels.

Co-marketing Supported Events

Mitsubishi Electric wants to work with Partners to positively promote our strong business relationship and to generate awareness of the unique business benefits of the Partner Programme to our end-users. There are three main types of events that fall under this category:

■ Mitsubishi Electric Factory Trips

Ever wondered how some of our Air Conditioning units are made? At our Mitsubishi Electric factory in Scotland, our partners have the opportunity to find out and can also bring along their clients. On an exclusive walking tour of the plant you can witness the care and quality that goes into the manufacture and assembly of our air conditioning and heat pump units and see first-hand examples of lean manufacturing and 5S3D principles which are used throughout Mitsubishi Electric's manufacturing facilities.

■ Customer Hospitality

Developing business relationships in an informal environment can be mutually beneficial to both you and your clients. Events are a great way to expand product knowledge and network with industry professionals. Mitsubishi Electric will match fund, qualified customer hospitality activities via the RDF programme, where a representative attends and which can be measured in terms of business potential.

We will support your co-marketing events via the RDF of up to 50% of the cost*

■ Mitsubishi Electric Managed Events

Mitsubishi Electric managed events aim to be great networking opportunities for our Partners to bring their customers to. These events are organised and hosted by Mitsubishi Electric and will usually include industry relevant speakers, entertainment and a food/drinks reception. All events are subject to available RDF and communications will be sent out accordingly by our Events team. These events are supported 100% of your RDF.

*Subject to available RDF



> How to Make a Claim

You can submit your claim on all co-marketing activities through the Online Portal

Step 1: Login to the Portal by visiting les.mitsubishielectric.co.uk

Step 2: Select 'Make a Claim'

Step 3: Complete your details and upload supporting information

Step 4: Submit claim

Home / Customer Portal / Make a Claim / Co-Marketing Claim Form

Co-marketing Claim Form

Please submit your co-marketing and events claims by using the form below.

In order to deal with your claim effectively, please provide all the information requested, including PDF copies of your invoices and any visuals.

if you have more than one claim to submit, you can submit another form by clicking on the 'Submit another claim' button after you submit.

<<Back

Page 1 of 2

1 2

Your details

Company Name

Contact Name

Contact Telephone

All claims must be submitted by **31st August for RDF period 1** (April to September)

All claims must be submitted by **28th February RDF period 2** (October to March)

If you have any issues uploading your claim, please contact our Partner Programme team at partner@meuk.mee.com

> Understanding Your RDF



Telephone: **01707 282880**
email: partner@meuk.mee.com
les.mitsubishielectric.co.uk



@meuk_les
[@green_gateway](https://twitter.com/green_gateway)



Mitsubishi Electric Living
Environmental Systems UK



Mitsubishi Electric
Cooling and Heating UK



[mitsubishielectricuk_les](https://www.instagram.com/mitsubishielectricuk_les)



Mitsubishi Electric Living
Environmental Systems UK



thehub.mitsubishielectric.co.uk

UNITED KINGDOM Mitsubishi Electric Europe Living Environment Systems Division, Travellers Lane, Hatfield, Hertfordshire, AL10 8XB, England. Telephone: 01707 282880 Fax: 01707 278881
IRELAND Mitsubishi Electric Europe, Westgate Business Park, Ballymount, Dublin 24, Ireland. Telephone: (01) 419 8800 Fax: (01) 419 8890 International code: (003531)

Country of origin: United Kingdom - Japan - Thailand - Malaysia. ©Mitsubishi Electric Europe 2022. Mitsubishi and Mitsubishi Electric are trademarks of Mitsubishi Electric Europe B.V. The company reserves the right to make any variation in technical specification to the equipment described, or to withdraw or replace products without prior notification or public announcement. Mitsubishi Electric is constantly developing and improving its products. All descriptions, illustrations, drawings and specifications in this publication present only general particulars and shall not form part of any contract. All goods are supplied subject to the Company's General Conditions of Sale, a copy of which is available on request. Third-party product and brand names may be trademarks or registered trademarks of their respective owners.

Note: The fuse rating is for guidance only. Please refer to the relevant databook for detailed specification. It is the responsibility of a qualified electrician/electrical engineer to select the correct cable size and fuse rating based on current regulation and site specific conditions. Mitsubishi Electric's air conditioning equipment and heat pump systems contain a fluorinated greenhouse gas, R410A (GWP:2088), R32 (GWP:675), R407C (GWP:1774), R134a (GWP:1430), R513A (GWP:631), R454B (GWP:466), R1234ze (GWP:7) or R1234yf (GWP:4). *These GWP values are based on Regulation (EU) No 517/2014 from IPCC 4th edition. In case of Regulation (EU) No.626/2011 from IPCC 3rd edition, these are as follows. R410A (GWP:1975), R32 (GWP:550), R407C (GWP:1650) or R134a (GWP:1300).

Effective as of February 2022

