

# Introducing The Taylor Guitars Dealer Registration Program



**Initiate registrations. Create loyal customers. Earn rewards.**

You have been invited to participate in Taylor Guitars' Dealer Registration Program.

## **Increase Customer Loyalty and Sell More Guitars**

You've worked hard to earn the sale of a Taylor Guitar, but don't let that be the last Taylor sale you make to your customer. Taylor Guitars wants to partner with you to keep that new owner engaged and excited about the guitar until their next purchase.

We see a difference between owners who register their guitar with Taylor versus those who don't. Those who register are more engaged in new products, they buy more new guitars over their lifetime, and they have a greater level of satisfaction after purchase.

### **What does initiating registrations do for you?**

- Encourages owners to remain more engaged with Taylor and your store
- Increases customer retention, according to analytics
- Supports an ongoing relationship with the customer, leading to future sales
- Demonstrates above-and-beyond service that makes customers want to come back and buy more from you

### **What does registration do for the customer?**

- Activates owner's Taylor guitar warranty
- Allows Taylor to educate and nurture the customer through *Wood&Steel* and ongoing email communication
- Keeps owners up to date on new products that they can find and try in your store
- Informs customers of events, including Taylor Road Shows and others that encourage customers to try new guitars in your store
- Provides faster, easier customer service through Taylor to keep owners happy

Our new system makes it quick and easy for you to start the registration process on behalf of your customers at the point of sale. They'll appreciate you going the extra mile, and you'll earn rewards every time you do!

**Earn Rewards for You and Your Store with Every Registration**

With every Taylor guitar registration that you initiate at the point of sale **you and your store will both earn rewards.**

**Here's the reward breakdown:**

	Salesperson Earns
<b>Taylor El Cajon Model</b> (American Dream through Presentation Series)	100 Taylor Points
<b>Taylor Tecate Model</b> (Travel through 200 DLX Series):	50 Taylor Points

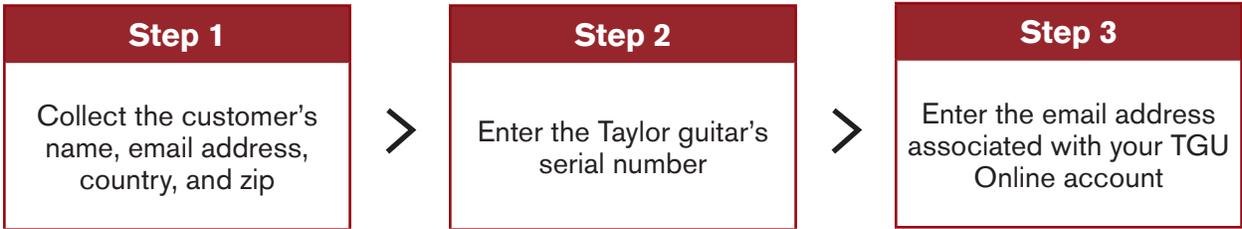
	Dealer Earns						
	North America (USD)	Europe (EUR)	UK (GBP)	Norway (NOK)	Sweden (SEK)	Denmark (DKK)	Australia (AUD)
<b>Taylor El Cajon Model</b> (American Dream through Presentation Series)	\$10 TaylorWare Dollars	8 TaylorWare Euros	8 TaylorWare Pounds	80 TaylorWare kr	80 TaylorWare kr	60 TaylorWare kr	AU\$10 TaylorWare Dollars
<b>Taylor Tecate Model</b> (Travel through 200 DLX Series)	\$5 TaylorWare Dollars	4 TaylorWare Euros	4 TaylorWare Pounds	40 TaylorWare kr	40 TaylorWare kr	30 TaylorWare kr	AU\$5 TaylorWare Dollars

Salespeople with a TGU Online account can earn Taylor Points, which are redeemable for Taylor Guitars apparel, accessories, and guitars. Every time a salesperson initiates registration for a customer using their TGU Online email address, we'll automatically credit Taylor Points to their TGU Online account.

Dealers will also earn free TaylorWare Dollars towards TaylorWare. Every guitar registration initiated at the dealer will result in TaylorWare Dollars that can be used towards free merchandise, helping you increase the effective margins on all of the TaylorWare you buy and sell.

## A Simple, Quick, and Easy Online Process

In just three easy steps on any mobile phone, tablet, or desktop web browser, you can thrill a new owner and start earning rewards...just **start by visiting [TaylorReg.com](http://TaylorReg.com)**.



**Taylor** Registration Form

**STEP 1 - Customer Information**  
All fields are required

**Customer First Name**  
Enter Customer First Name

**Customer Last Name**  
Enter Customer Last Name

**Customer Email Address**  
Enter Customer Email Address

**Re-enter Customer Email Address**  
Re-enter Customer Email Address

**Customer Select Country**  
United States

**Customer ZIP/Postal Code**  
Enter Customer ZIP/Postal Code

**Taylor** Registration Form

**STEP 1 - Customer Information**  
**Edit**

**STEP 2 - Guitar Information**  
All fields are required

**Serial Number**  
Enter Serial Number

**Next**

**STEP 3 - Sales Associate Information**

**Taylor** Registration Form

**STEP 1 - Customer Information**  
**Edit**

**STEP 2 - Guitar Information**  
**Edit**

**STEP 3 - Sales Associate Information**  
All fields are required

Please enter the email address you use to log in to TGU Online.

**Sales Associate Email Address**  
Enter Sales Associate Email Address X

**Complete Registration**

Then, just click “Complete Registration,” and you’re finished! Within just a few minutes, your customer will receive an email from Taylor Guitars with instructions on how to complete their registration. It’s easy for you, and even easier for the customer.

## I’m In! What’s Next?

Once your salespeople have taken the Dealer Registration course on **TGU Online** and your Taylor sales rep has approved your participation, you’re ready to start initiating registrations and earning rewards! First, you can access our training video and supporting materials on **TaylorReg.com**. Then, begin using the three-step form at **TaylorReg.com** to initiate registrations for every one of your Taylor guitar buyers. Every registration you initiate will earn your rewards while creating a satisfied, well-nurtured Taylor guitar owner who will be back to buy more guitars and accessories from you for years to come!

Note: It is essential that sales people discuss registration with buyers, and receive their consent to initiate a registration for their new guitar before doing so. Registrations initiated without the customer’s consent will be invalidated by Taylor along with any rewards earned for that registration. Salespeople may only use the program to initiate registrations for guitars that have been sold on or after your dealer’s first day of approved participation. This will help prevent confusion among customers who have purchased guitars before the dealer registration reward program began.