



# Philips Dynalite Dealer Program

Grow your business with Dynalite





# Philips Dynalite

## Dealer Program

The Dynalite Dealer Program seeks to pair Dynalite's established customers - Certified System Integrators (CSIs) with emerging talent (Dealers).

Prospective dealers may be new to Dynalite, or new to lighting control all together, but looking to expand their business using one of the best and most reliable lighting control solutions on the market.

The program offers a comprehensive educational syllabus and marketing support program to help new dealers find their feet in the market.

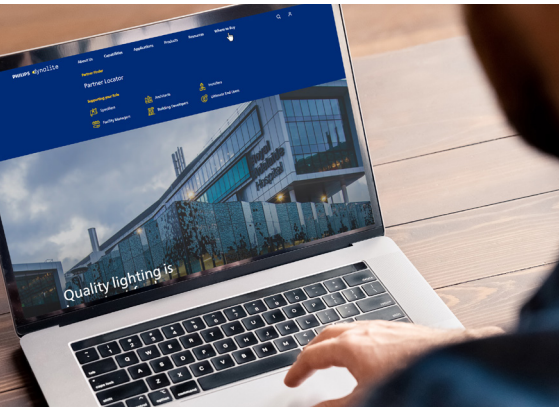
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# Benefits of becoming an Approved Dealer



Direct access to the Philips Dynalite product portfolio.

Listing in the 'Where to Buy' section of the Dynalite website.

Sales and technical support delivered directly by a Dynalite CSI.

Face-to-face training delivered by a Dynalite CSI.

Exclusive access to the Dynalite support site.



Use of the Philips Dynalite logo and 'Dynalite Approved Dealer' emblem for their promotional material.

Access to regular Dynalite news, sales and marketing resources.





# Benefits for our CSIs

## Passive income

Set your own pricing and benefit from additional revenue (margin on sales) when your dealers purchase from you to fulfill their projects.



## Expand your reach

Tap into application areas beyond your current focus. On-board local dealers that specialise in other applications such as office fit-outs, entertainment spaces, restaurants, retail or high-end residential.



## Direct support

Benefit from the direct support of our Dynalite System Experts.

Access exclusive 'train the trainer' content to assist in on-boarding your dealers.



## Gain market share

Invite dealers who currently sell solutions from different manufacturers and benefit from their additional skill set once they join.





# How it works

**1** After completing an expression of interest, prospective dealers are matched with a Dyalite Certified System Integrator (CSI) operating in the same geography.

## **2** Online training courses

Prospective dealers are directed to an online portal where they can complete online training courses on sales, system design, installation and programming.



## **3** Face to face training

Commercial and technical training is then carried out in-person by the Dyalite Certified System Integrator.

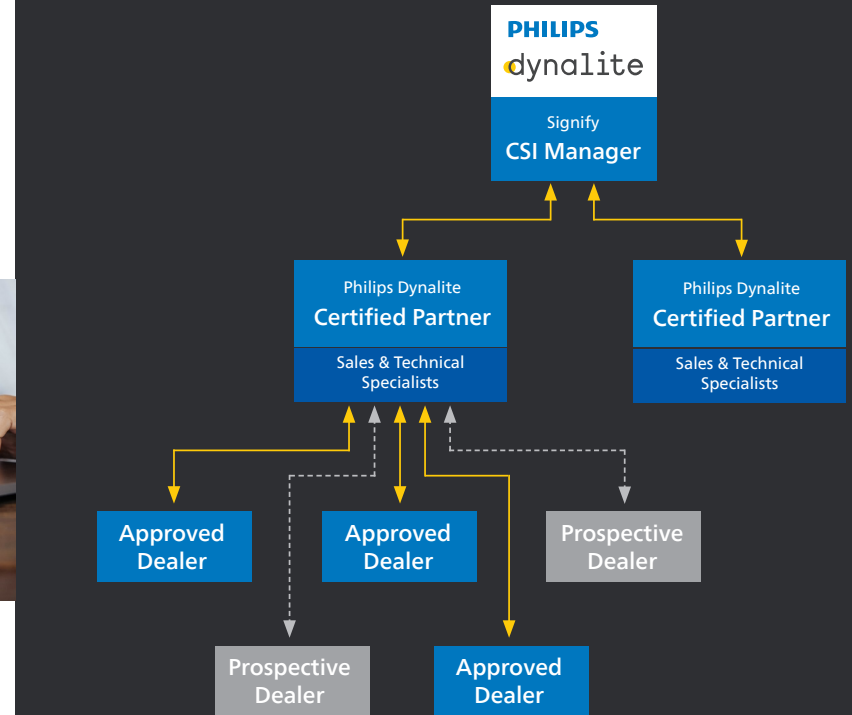


## **4** Online assessments

A series of online assessments will verify the dealers competency. Once completed and passed, the prospective dealer will graduate to a 'Dyalite Approved Dealer'.

Dyalite assessment courses are updated regularly to include all the latest product and software information to ensure dealers are up to speed.

A CSI's commercial terms to Dyalite remain unchanged. All pricing and terms to Approved Dealers are established by each CSI.





# Dealer roles & responsibilities

There are four distinct roles which need to be catered for as a Dyalite Approved Dealer: a **Sales Expert**, a **System Designer**, a **System Commissioner**, and a **System Installer**.

These roles can be undertaken by one individual or a team of employees within the company. Specific training and assesment modules are available to support these roles.

## Maintaining Approved Dealer status

As end-user demand for more sophisticated automation solutions increases, so does the requirement for dealers to have a deeper level of technical knowledge. Training modules will be updated regularly and Approved Dealers will need to complete revised assessments from time-to-time.

In addition to the mandatory training and assessments, the Dyalite dealer portal includes optional online training modules so dealers can continue to upskill at their own convenience.





# Dealer Support

Dynalite CSIs employ trained staff to provide all the necessary sales and technical support to their Approved Dealers.

## Technical Specialist

A Technical Specialist is primarily responsible for providing technical support to the Approved Dealers in their region. They have been trained in all aspects of programming and maintain this knowledge with regular updates, ensuring they are able to handle technical enquires quickly and competently.



## Sales Specialist

A Sales Specialist's main objective is to develop and support their sales channel. They work with the Approved Dealer to ensure that end-users receive the best design solution and system implementation experience. These sales specialists also receive ongoing training directly from Philips Dynalite.





[www.dynalite.com](http://www.dynalite.com)

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