



# K E T R A

## 2019 Referral Program

The Ketra family is the most advanced intelligent light source for creating controllable natural light. This new Lutron category of LED light sources gives you the best product to support the increasing demand for high-performance dynamic spectrum lighting and control in the residential market.

We have designed a program to align you with qualified Ketra Specialists who will take responsibility for proper system design, pre-wire, install and programming of this system giving you the confidence to promote this solution to your clients.

### **PROGRAM BENEFITS**

You will be awarded with Lutron sales credit for all Ketra light sources and accessories on the project. Sales credit received will contribute to your Lutron Market Development Program level for the following calendar year.



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### YOUR RESPONSIBILITIES

- Verify that Ketra is the appropriate solution for the space, considering all product specifications.
- Maintain the relationship with the client to ensure customer satisfaction.

### THE PROCESS

- The Ketra qualified account provides you with a quote for Ketra light sources and accessories; quote will include your Lutron account number.
- It is your responsibility to review quote details, ensure all products are included, and verify your Lutron account number.
- With your approval, the Ketra Qualified Account will place the order, and sales credit will be applied.

### RESPONSIBILITIES OF THE KETRA QUALIFIED ACCOUNT

- Provide transparent pricing:
  - Ketra product quotes at Lutron list price
  - Service and labor pricing agreed upon by both parties
- Ensure timely delivery of services, adhering to the project timeline
- Manage coordination with all necessary trade professionals
- Specify Ketra light sources and accessories based on the system design
- Create bill of material and enter product order
- Coordinate pre-wire, install, commissioning and programming
- Provide in-warranty coverage for all Ketra light sources and accessories