

Build Revenue and Strengthen Customer Loyalty

The newly expanded Genuine Xerox Rewards Program provides a tool for you to help ensure customer supplies revenue flows to your business.

Making a Proven Program Even Better

The Genuine Xerox Rewards Program provides benefits to your customers for buying the supplies they already use. When they buy branded Xerox® Supplies, they receive points redeemable for Xerox® products, retail merchandise, travel, gift cards and much more. Now, you can benefit directly from their purchases with a unique Promotional Code that links their purchases to your business.

A Simple, Effective Business Builder

The key to your new earnings is a Promotional Code that you create. Notify your customers about the new program benefits now. They'll be eager to participate when you tell them that every time they order branded Xerox® Supplies using your Promotional Code, they earn **double** reward points. And if a customer registers for the program using your Promotional Code, they earn **double** registration, **double** equipment and **double** supplies reward points.



A Program that Helps Everyone

Research shows that customers using branded Xerox® Supplies experience greater device reliability, device longevity and overall satisfaction. Satisfied customers buy again, and buy more—from you.

Reseller Partner Benefits

- Participation in the program strengthens customer loyalty and retention
- Your Promotional Code makes the program more exciting for customers and helps protect your post-sale revenue
- You continue to control your relationship with your customers
- No other program in the industry comes close to the Genuine Xerox Rewards program, so you'll be better differentiated from other resellers
- The program is easy for you: just visit the [enrollment website](#) and create your Promotional Code

Getting started is easy. Visit the [enrollment website](#). For more information, see the Reseller Partner [FAQ](#).