



## KPCT Policy for Authorized Resellers

### Purpose of the Authorized Reseller Program

The purpose of the Authorized Reseller Program program is to extend to qualifying Authorized Resellers access to Karen Pryor Clicker Training (KPCT) products at deep discounts with low minimum order quantities.

### Authorized Resellers:

- Are those who complete, execute, and submit the Authorized Reseller Application and receive approval as an Authorized Reseller via email from KPCT.
- Place orders directly on the KPCT eCommerce website, meeting Minimum Order Quantity (MOQ) requirements per product SKU. (Emails and phone calls for order placement are also accepted). Credit card payment will be made at the time of the purchase. N30 payment terms may be available by filling out an [application](#).
- Provide sales and customer support that, at a minimum, demonstrates industry best practices.
- Are prohibited from relabeling, repackaging, translating or overlaying labels on, altering, modifying, reverse-engineering, or otherwise changing KPCT's products, labels, or packaging in any way.
- Are prohibited from co-packaging, bundling, or combining KPCT products with any third-party product without prior written authorization from KPCT.
- May not resell or redistribute products to another business for their resale without entering into a separate and distinct partner distribution agreement with KPCT.
- Agree to KPCT's Minimum Advertised Price (MAP) policy (see below) and agree to cooperate with KPCT on remedying violations

### KPCT Minimum Advertised Price (MAP) Policy

KPCT has implemented a MAP policy to protect brand integrity and to create a fair and competitive marketplace for all retail partners who invest in KPCT products for resale. The MAP policy states that an Authorized Reseller may not advertise a selling price for these products that is less than the Manufacturer Suggested Retail Price (MSRP). Karen Pryor Clicker Training's MSRPs can change; Authorized Resellers should [check here](#) frequently for the latest prices. The MAP policy does not constitute an agreement between the Authorized Reseller and KPCT. The Authorized Reseller remains free to resell KPCT products at the price of the Authorized Reseller's choosing, however non-compliance with KPCT's MAP policy may jeopardize the Authorized Reseller's supply relationship with KPCT.

### Violations of MAP policy

- **Initial Warning:** KPCT will contact the Authorized Reseller highlighting the specific KPCT product(s) with MAP violations. The Authorized Reseller will have 48 hours to correct the violation(s).
- **Final Warning:** In the event of a second violation within one (1) year of the first violation, KPCT has the exclusive right, but not the obligation, to remove or temporarily suspend Authorized Reseller status and discontinue shipments.