

# CONTEST: JORI CREATOR OF WELL- BEING IN EVERY CORNER.

## CONTEST

### JORI CREATOR OF WELL- BEING IN EVERY CORNER

- **"Premium corner sales(wo)man 2015"**: You can follow the online training about corner sofas and participate in the sales contest of the corner sofas Shiva, Tigra and Sienna.
- The 50 best sales men/women of these 3 corner sofas
  - will on the one hand receive a JORI incentive (value 500 EUR) and on the other hand they
  - will be given priority to follow additional trainings.
- The awarding of the premium salesman/woman 2015 will take place at **imm** 2016.
- Those who wish to participate, must register in advance. This can be done by sending ASAP an e-mail to [sales@jori.com](mailto:sales@jori.com) to request login data.



SIENNA



SHIVA JR-3990



TIGRA JR-2225

## PHOTOGRAPHIC CONTEST

### FOR THE MOST EXQUISITE CORNER PRESENTATION :

- During the second semester of 2015, JORI will award a prize to **the most beautiful arrangements** of Shiva, Sienna and Tigra sofas and to the best promotion communication in the showroom.
- Your sales representative will take pictures of the corner sofas Tigra, Shiva or Sienna, exposed in your showroom.
- From all pictures, the JORI designers will select the **10 most beautiful arrangements**.
- The **10 winning partners** receive a refund of 100% of all made advertising costs with JORI in 2015, with a maximum refund of the double of the JORI advertising budget.



The art of fine seating

FROM JULY TO DECEMBER 2015

# JORI CREATOR OF WELL- BEING IN EVERY CORNER, IN LEATHER AND FABRIC.



SHIVA JR-3990 / DESIGN : JEAN-PIERRE AUDEBERT



The art of fine seating

## SALES PROMOTION AUTUMN 2015

# JORI CREATOR OF WELL-BEING IN EVERY CORNER. IN LEATHER AND FABRIC.

### The special offer

Your customer can choose, for a maximum of 10% of their total purchase price of their sofa TIGRA, SHIVA or SIENNA, additional models from the JORI interior accessories. Choice between cushions, desk Hortense, footstools, lighting Ascot and tables Ascot JR-1938.

### Period

July 1 until December 31, 2015

### The condition

There are at least a number of our 3 corner sofas Tigra, Sienna or Shiva in your showroom.

### Your sales pitch to your customers

On the one side customers are looking more for corner solutions and on the other side they search for the strongest possible individual solution. JORI provides an answer to these two trends. If the customer has very specific demands or requests for personalization, JORI. With the corner sofas Shiva, Sienna and Tigra, JORI offers an answer to these two trends.

### Your promotional material

1. Attractive advertisements
2. Online communication material

### DEALER ADVERTS

- You can download all adverts on extranet.
- JORI provides a financial contribution:
  - 60% contribution: if you only use the ready-made JORI templates (available on the extranet)
  - 40% contribution: if you create the publicity yourself using JORI product photo(s) and the JORI logo.



### ONLINE BANNER

- If you put the JORI-banner on your website, you receive a JORI-contribution of 150 EUR within your JORI communication budget.



SHIVA, SIENNA, TIGRA CORNER SOFAS



## SALES PROMOTION

# CAVILA BLACK

### The sales promotion

That economic thinking, leather and design blend perfectly thanks to Cavila leather, made many customers choose JORI in 2014. Reason enough to extend this sales promotion. Not only is Cavila leather priced 10% lower than the entry leather, Celia, all JORI models can be upholstered with this Cavila black leather. This sales promotion cannot be combined with the "headrest" sales promotion but it can be cumulated with the Classics promotion.

### Period

Until December 31, 2015

### Your sales pitch to your customers

Cavila Black promotion continues in 2015. This leather offers excellent value for money. Cavila leather is priced 10% lower than the entry leather, Celia, and all JORI models can be upholstered with this Cavila black leather. However, this is a temporary offer - that's why it's so interesting.



GLOVE JR-8900

### Your promotional material

Advertisement

## SALES PROMOTION

# CLASSICS

### The sales promotion

You know your JORI classics by heart. Here too, you can take advantage of a 15% rebate on the Linea JR-8700, Pacific, Yoga JR-7360, Symphony and Vinci JR-3280 models. The promotion Classics can be combined with all current promotions.

### Period

July 1 until December 31, 2015

### Your sales pitch to your customers

Some JORI classics have been featured in the collection for several years and are still very popular. This obviously has to do with their design and their unmatched comfort. Since the development costs of these models have already been covered, we can offer you these classics at an attractive price.



YOGA JR-7360



VINCI JR-3280



SYMPHONY



PACIFIC



LINEA JR-8700

### Your promotional material

Advertisement