

FROM JANUARY TO JUNE, 2015
JORI CREATOR
OF WELL-BEING,
IN LEATHER AND FABRIC.



JORI

Belgium since 1963

SALES PROMOTION SPRING 2015

FABRIC UPGRADE ON ALL SEATS.

The sales promotion

All commissions in fabric are offered to com price. The promotion is valid for all fabrics in the JORI-collection (in the sample tray).

Period

Until June 30, 2015

Conditions

The partner has minimum 5 seats in fabric in his showroom.

Your sales pitch to your customers

For over 50 years, JORI has meant incomparable comfort in leather furniture. The know-how and the quality standards underlying the brand's reputation are the same JORI uses today to upholster its furniture with fabric. A good quality furnishing fabric is durable, does not pill, is wear-resistant, easy to maintain and colourfast. JORI offers your customer different fabric qualities.

From January 1 to June 30, 2015 your customer can choose from an exquisite JORI collection of high quality fabrics at starting price.



Your promotional material

1. Attractive advertisement
2. Online banner

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.

**OFFER: FABRIC UPGRADE
ON ALL SEATS !**

► [CLICK HERE FOR MORE INFO](#)



CAVILA BLACK SALES PROMOTION

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

CLASSICS SALES PROMOTION

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 and Vinci JR-3280 models. The promotion Classics can be combined with all current promotions.

Period

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.



PACIFIC



LINEA JR-8700



YOGA JR-7360



VINCI JR-3280

Your promotional material

Advertisement

ANGEL SALES PROMOTION

The sales promotion

If your customer buys a sofa Angel, the adjustable head rest with gas springs is offered at the same price as the manual adjustable head rest. The promotion Angel can be combined with all current promotions.

Period

Until June 30, 2015

Your sales pitch to your customers

If your customer buys a sofa Angel, the adjustable head rest with gas springs is offered at the same price as the manual adjustable head rest. The automatic adjustable headrest can easily be adjusted in sitting position. Extra comfort without supplement.



ANGEL

Your promotional material

Advertisement

SALES PROMOTION AUTUMN 2015

A JORI FITS IN ANY INTERIOR



SIENNA



SHIVA JR-3990



TIGRA JR-2225

The special offer

Your customer can choose, for a maximum of 10% of their total purchase price of their corner sofa TIGRA, SHIVA or SIENNA, additional models from the JORI interior accessories.

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, ask the question to JORI. With the corner sofas Shiva, Sienna and Tigra, JORI offers an answer to these two trends.

Period

1st July – 31st December 2015

The condition

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

Your promotional material

1. Attractive advertisements
2. National publicity campaign
3. Online communication material
4. POS-material

Training & sales contest

"Premium corner sales(wo)man 2015":

Around the special offer 'A JORI fits in any interior', JORI organises online trainings for the salesman/woman. As of May 15, 2015 on, registered salespeople can follow the training online about covering and corner sofas. The salespeople who successfully completed the online training, automatically 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 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 to request login data. By these means you will also stay informed of all novelties, information about models and covering, etc... because you receive on your personal e-mail address our quarterly newsletter for your information and support to sell even better.

Photographic contest for the most exquisite corner presentation:

During the second semester of 2015, 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.