

September 1, 2023 - December 31, 2023

# CONQUEST 18: THIS IS YOUR WORLD AT WORK.

## CAMPAIGN OVERVIEW

**TIMING:** Conquest 18 runs from September 1 – December 31, 2023. All offer redemptions and applicable paperwork must be submitted no later than January 15, 2024. **NO EXCEPTIONS.**

**OFFER SUMMARY:** If a new/dormant customer buys a qualifying machine, they will receive Cat prepaid credit - see amounts by machine listed. They will get additional incentives for consultation (AKA quote), CVA's and Attachment purchases.

**ELIGIBILITY:** This promotional campaign is not available to the general public. Customers on the prequalified list are eligible PLUS you can add customers who meet the following requirements: New or dormant customers (hasn't purchased new Cat in 5+ years). Excludes all Governmental, Municipalities, National, or Corporate accounts. Only one (1) person per account/company is eligible to redeem incentives for consultation and each qualifying machine(s) purchased.

**ADDING CUSTOMERS:** Dealers are able to add customers to the campaign. To qualify, the customer must be new or dormant (have not purchased within 5 years).

**FILING CONSULTATIONS:** What is a consultation? A quote, a demo, or meeting with customer who shows interest. **Filing Consultation:** Visit [CatExclusiveOffers.com/US18](https://CatExclusiveOffers.com/US18) and submit customer promo code (on pre-approved list or Amy will provide if customer was added and dealer code: **EQZRURjG**)

### CAT® CREDIT INCENTIVES:

#### \$100 CAT® CREDIT

- » Consultations
- » CVA
- » Attachments (excludes 1st mount)

#### \$500 CAT® CREDIT

- » Compact track loader
- » Compact Wheel Loader
- » Skid Steer Loader
- » Utility Compactor

#### \$1,000 CAT® CREDIT

- » Backhoe Loader
- » Mini Excavator
- » Vibratory Soil Compactors
- » Pneumatic Compactors
- » Asphalt Compactors

#### \$2,000 CAT® CREDIT

- » Medium Dozers
- » Motor Graders
- » Small, Medium & Large Excavators
- » Wheeled Excavators
- » Medium Wheel Loaders
- » Material Handlers
- » Track Loaders
- » Cold Planers
- » Road Reclaimers

#### CUSTOMERS ARE LIMITED TO:

- » \$10,000 in machine incentives
- » \$1,000 in attachment incentives (10 attachments)
- » \$1,000 in CVA incentives (10 CVA's)

## STEPS TO FOLLOW

1. Confirm customer is eligible by referencing the prequalified list or asking Amy Willoughby
2. Add customer (if not pre-approved and Amy confirms is eligible) by sending Amy customers info (DBS # if all info is in Saleslink: First/Last name of influencer, Mailing Address, Email, Phone)
3. Confirm machine they are purchasing is eligible (see bottom left)
4. File consultation (optional but gives customer additional \$100 without purchase required)
5. File sale: notify Amy of eligible sale and provide sale info (opp # will work)
6. Notify customer that they will receive Cat prepaid credit within 14 days of the sale being filed

## NOTES:

- » No purchase is required to file consultation (however we are limited to 250 consults, so use discretion)
- » All eligible machines must be NEW to qualify
- » Cat credits can be used towards merchandise, rentals, or any Yancey invoice

## GENERAL/MARKETING QUESTIONS

Amy\_Willoughby@yanceybros.com  
404.391.2785

## CAT CREDIT RELATED QUESTIONS

Catprepaidcredit@cat.com  
877.373.9567



**YANCEY CAT**