



CANON MEDICAL SYSTEMS CORPORATION

Customer Engineers Can Earn A Bonus by Providing Qualified Equipment Sales Leads

Customer engineers can earn bonus money by formally entering any information they learn about new equipment sales opportunities, to be qualified and handed over to Sales. This applies to new or refurbished equipment leads only, or hardware and software system upgrades valued at \geq \$500,000.

“Our customer engineers are powerful resources that we can leverage for new sales opportunities,” said Tom Freund, vice president, Service Operations. “They are on the frontlines with customers and often learn about new opportunities under consideration. This formalized process will help us better track the information they were already sharing, while also giving them credit for doing so.”

How to submit a lead?

In the STARS platform, select the “CE Lead Program” dropdown, which will redirect you to <https://us.medical.canon/service-and-support/ce-lead-program/>. Please complete the form for the new or used equipment lead. If you are still using the phone App, it will take you to the same landing page.

Customer engineers will need to enter basic information such as modality, site name, address, customer name, contact information plus additional details. Providing as much detail as possible will be helpful in properly positioning the solution with the customer.

→ **Note:** *If you choose to contact the AE with this opportunity prior to submitting it online, please ask the AE to select “CE Referral” as the lead source when entering the information into Salesforce/Compass. If they do not, we are unable to associate it as being a lead submitted by the CE. In addition, it impedes proper tracking of the CE’s win and can cause delays with the bonus recognition.*

What compensation will I receive for submitting a lead?

Customer engineers will receive a \$50, per qualified lead. Multiple lead submissions can be made per site. If the single lead results in two system sales – the CE will be eligible for a bonus payment on each of those systems (Bonuses and deductions are paid once per month and will be reflected on the CE’s paycheck). There is no cap on the number of qualified lead submissions.

How do I get paid for a qualified installed system lead?

Customer engineers can receive cash incentives when a qualified lead turns into a CMSU billing. **In order for the CE to receive the bonus payment, upon completion of installation, email the Lifecycle team (cmsuleads@us.medical.canon) that the system has been installed and provide the following information:**

- 1. Customer site name and location**
- 2. SID**
- 3. Modality**

The following gross amounts will be paid once the system has been installed, billed and approved for bonus payment:

CT, MR & VL:	\$1,000
XR & UL:	\$ 750

Only qualified leads, originated by the CE, are eligible for this bonus. Reward payment will be processed for either the 15th or end of the month.

Please note:

Qualified leads are processed first week of each month for the prior month and payment will be processed either the 15 or end of the month. Should you have any questions please send inquiries to

cmsuleads@us.medical.canon