

IMPORTANT: Do not send to employees or members.
This guide is for Partner administrators and John Deere account managers only.

John Deere Rewards Partner Program

An Administrator's guide to setting up John Deere discounts for employees/members

John Deere Rewards is a loyalty program that recognizes a customer's affiliations, thanks them for their purchases, keeps them up-to-date on new products & services, and helps them save money.

[View John Deere Rewards \(US\) >](#)

[View John Deere Rewards \(CA\) >](#)



Within Rewards, there is a special Partner Program designed to provide discounts to employees approved suppliers and SABD accounts, as well as members of approved associations and affiliations. The program allows for Partner employees or members the ability to upgrade their individual Rewards status to Platinum 1 – which unlocks extra equipment discounts, parts discounts, and much more (US and Canada only).

Overview

The five basic steps to setup:



Initiate Partner request form (internal):

A John Deere account manager or sponsor must start the process by filling out a [Partner request form](#).

30 min Meeting with prospective Partner:

After initial approval, Rewards will schedule a 30 minute meeting between the prospective Partner, account manager/sponsor, and the Rewards team. The goal is to provide a high-level overview, determine how employees/members will register, prepare the Partner agreement for DocuSign, review the [Partner Resources site](#), and answer any questions.

Sign Partner agreement via DocuSign:

The Partner agreement is a very basic agreement focused on simple obligations, protecting both parties' logos/trademarks, and agreement termination guidelines. A sample agreement is available on the [Partner Resources site](#) for initial review. In order to sign, Rewards needs to know the name and title of the individual that will sign from the Partner. A DocuSign agreement will be customized and emailed to all parties for electronic signature.

Partner homepage, registration forms, and resources

Once the agreement is signed by all parties, Rewards can finalize the Partner homepage, vanity URL, and registration forms. The Partner can download launch/promotional materials on the [Partner Resources site](#).

Ready for employees/members

The most critical step is to communicate to employees/members once all pages are live. Whether a posting on your internal website or an email to all employees/members, it's time to get the word out. More importantly, encouraging registration is not just for customer's in the market for an equipment purchase - other benefits like parts discounts, Home & Workshop products discounts, and JohnDeereStore.com discounts allow customer to save in their first Rewards email. The goal is to drive all traffic to the vanity URL (ex. johndeere.com/yourcompany) for more information. Leverage the [Partner Resources site](#) to promote.

When the employee/member is ready to purchase equipment, they simply use their Rewards member number to Buy Online ([US](#) | [CA](#)) or purchase from your local John Deere dealer (who can also look up the account real-time). The employee/member is eligible to claim National Offers ([US](#) | [CA](#)) **PLUS** their Platinum 1 discount ([US](#) | [CA](#)) at the time of sale. These discounts are not rebates. Even more, if the employee/member belongs to any other affiliations ([US](#) | [CA](#)), it could elevate their status to Platinum 2 or Platinum 3.

Want to see it in action?

View examples of current Partner's homepages for other companies and employers ([US](#) | [CA](#)).

Resources

[John Deere Rewards \(US\) >](#)

[John Deere Rewards \(CA\) >](#)

[Partner Resource Site \(external\) >](#)

[John Deere Partner SharePoint \(internal\) >](#)

[John Deere Rewards application \(internal\) >](#)

Help?

For setup and administrative questions only, please email Steve & Madhu at partnerprogram@johndeere.com

For registration issues and purchasing questions, open a Chat at Rewards Help Desk at <http://johndeere.com/rewardshelp>