

# BECOME A COMMERCIAL DEALER

THE NATION'S FASTEST GROWING SATELLITE TV SERVICE WANTS YOU.

## WHAT DOES "COMMERCIAL" DEALER MEAN?

There are two types of DIRECTV Commercial Dealers: Commercial Dealers and SMATV (Satellite Master Antenna Television) Dealers.

**Commercial Dealers sell DIRECTV® service to establishments interested in providing DIRECTV® programming to businesses:**

- Private Offices
- Bars and Restaurants
- Retail Stores, Fitness Clubs, Banks, Grocery Stores, Auto Dealers, Airline Clubs, Waiting Rooms and other common business areas

To apply, DIRECTV Commercial Dealers must provide a Commercial business plan and be exclusive to DIRECTV.



**SMATV Dealers sell in an agent capacity to commercial establishments where programming is not shown in public viewing or common areas. In addition, programming is provided free to guests via a head-end distribution system:**

- Hotels and Motels
- College Dormitories
- Prisons
- Private Office Buildings

To apply, DIRECTV SMATV Dealers must provide a SMATV business plan and be exclusive to DIRECTV.

## WHAT DO DIRECTV COMMERCIAL DEALERS EARN?

DIRECTV Commercial Dealers earn up to \$800 in Pre-Paid Commissions (PPC) for qualifying programming packages and 10% programming CSF/residual.

DIRECTV SMATV Dealers earn up to \$1000 in PPC for qualifying programming packages and up to 15% CSF/residual for qualifying programming packages/services.

In addition to generous compensation, DIRECTV Commercial Dealers can count on solid field support, dedicated sales and marketing initiatives and notable sales incentives.



## HOW CAN YOU BECOME A DIRECTV COMMERCIAL DEALER?

Visit [retailer.directv.com](http://retailer.directv.com) and click on "BECOMING A DIRECTV RETAILER"

Be prepared to fill out an application and supply the required documents:

- Business Establishment Photos (inside and outside)
- Financial Statements
- Liability Insurance Certificate
- Business License or Sales Tax Permit
- Detailed Business Plan

You can expect your application to be processed within approximately four weeks. This may be longer if your application is incomplete.



## WHAT ARE THE EXPECTATIONS FOR A DIRECTV COMMERCIAL DEALER?

- A minimum of 5 commercial activations per month
- The resources to create a commercial department
- At least one person assigned as a commercial expert (may require new hire to fulfill that role)
- Commercially trained installer/technician, SBCA Level 3 certified
- Exclusive commercial commitment to DIRECTV
- Ability to develop and finance commercial marketing efforts

## SMATV EXPECTATIONS

- Activate a minimum of 2 new properties per quarter or 1,000 new units/drops per year
- At least one person assigned to lodging and institution sales efforts (may require new hire to fulfill that role)
- Commercially trained installer/technician, SBCA Level 3 certified
- Ability to develop and finance lodging and institution marketing efforts

[retailer.directv.com](http://retailer.directv.com) 1-888-342-7288

