

Amulet and Independent Sales Representatives: A Strong Relationship to Drive Value for Customers

Amulet's Value for Customers



Amulet Technologies is the inventor of innovative **Interactive Digital Display Solutions** for embedded systems. We offer a complete, integrated system that eliminates redundancies and enhances the user experience of our customers' products, resulting in a satisfying experience for end users.

With extensive expertise in embedded systems and user experience design, Amulet is a trusted partner for current industry insights, fostering user satisfaction and market success.

Amulet partners with industry leaders like Stryker, Abbott Laboratories, and Bosch, collaborating with their design, engineering, and business teams to develop advanced smart devices that have proven market success in the medical, industrial manufacturing, and commercial appliance sectors.



Amulet's Value for Our Sales Representatives

Product Breadth

Amulet equips sales representatives with a **complete portfolio of hardware, software, and design solutions**, enabling them to meet virtually any user interface requirement their customers may have.

Our display product line spans from simple, standard LCD panels (with or without touch) to fully customized Interactive Digital Display Solutions with built-in application processors. The Interactive Digital Displays are supported by our *GEMstudio™* development environment, enabling customers to quickly and efficiently build and launch advanced user interfaces.

For customers with unique requirements, Amulet offers comprehensive design services, including display customization, embedded hardware development, firmware development, and UI/UX design, providing our sales representatives with added value to bring into every conversation and additional opportunities to grow revenue.

We also offer a variety of accessories, including evaluation kits, styluses, power supplies, Wi-Fi modules, and more.

Our *GEMevaluation-kit™* is available in multiple sizes and includes all essential hardware, such as the Interactive Digital Display, along with a full *GEMstudio Pro* license that provides one year of support. This makes it easy for customers to start designing and quickly deploy products using the Amulet platform.



The Interactive Digital Display comes pre-programmed with a demo, and the demo's source code is included in the *GEMstudio* download.

The *GEMevaluation-kit™* is a powerful tool for customers, shortening time-to-market and increasing the likelihood of a successful product launch. When paired with our custom design services, Amulet provides multiple avenues for repeat business and higher-value deals.

Client Loyalty: Repeat Sales and Expanded Sales

Amulet's relationship with our customers encourages repeated and additional purchases. This means **more commissions for our sales representatives.**

Customers who use our *GEMstudio* platform have two major advantages:

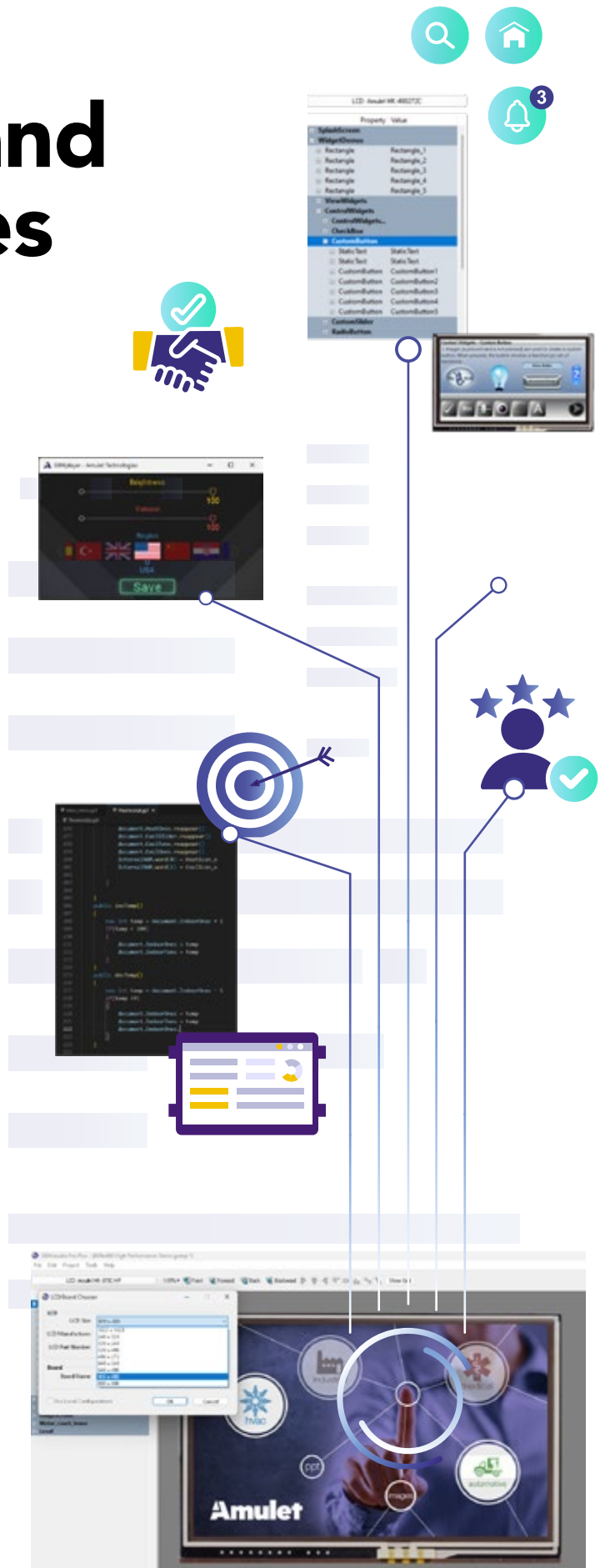
01

Amulet's market-leading Interactive Digital Display Solutions and integrated services make it easy to upgrade and scale as needed, ensuring that our customers' products stay ahead of the competition.

02

Since our customers are familiar with *GEMstudio*, they often choose it (and thus Amulet hardware) for additional user interfaces in their other products.

Both advantages mean they are more likely to remain Amulet customers and use Amulet products more broadly. This drives additional commissions to our sales representatives.



Robust Sales Support

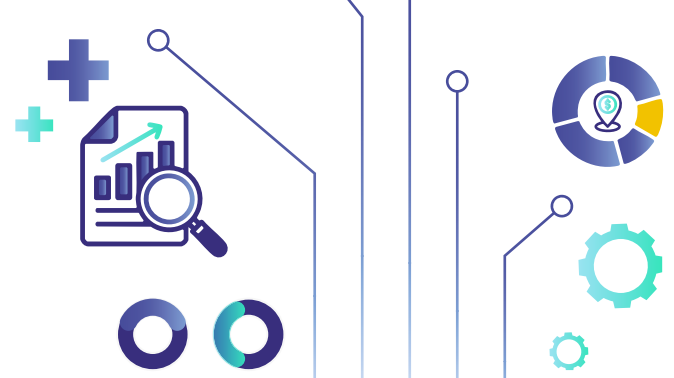
Amulet offers complete support for our sales representatives. Our support model includes both telephone technical and sales support, as well as a web-based portal.

Our web-based portal: *Amulet OneSource* features a variety of tools designed to help our sales representatives be more successful. The portal features a robust portfolio of videos, literature, PowerPoint presentations, and other assets designed to help our representatives sell, including:

- Company, hardware, and software overviews
- Customer success stories
- A “Fighting Guide” that helps our representatives position Amulet effectively
- Sales representative success stories

The *Amulet OneSource* portal also allows our sales representatives to communicate with customers and prospects efficiently with its *ShareView* capabilities.

Importantly, we also offer demonstration units that allow our representatives to physically demonstrate our capabilities to prospects.



Economic Considerations

Amulet offers market-leading compensation plans to our sales representatives. Features include:

- **Exclusive Territory:** A clearly defined, dedicated territory to support focused sales growth.
- **Consistent Commission Rates:** Unlike many principals, we offer a non-decreasing commission structure—your rate stays the same, even as your sales increase.
- **Accelerated Commissions for New Business:** Higher commission rates for bringing in new customers, rewarding your efforts to grow the account base.
- **Fair and Negotiated Sales Targets:** Realistic goals, set collaboratively to ensure alignment and achievability.
- **Optional Marketing Support:** Access to financial marketing resources to help you expand and strengthen your territory.
- **Equitable Commission Splits:** A favorable structure that ensures the representative doing the most to close the deal is fairly compensated.

Sales Representative Testimonials

"Amulet offers a compelling and unique value proposition to their customers. This **enhances my ability** to be a successful sales representative on their behalf."



"I sold one project, and the customer ended up **standardizing on Amulet across other product lines**, greatly increasing my sales."

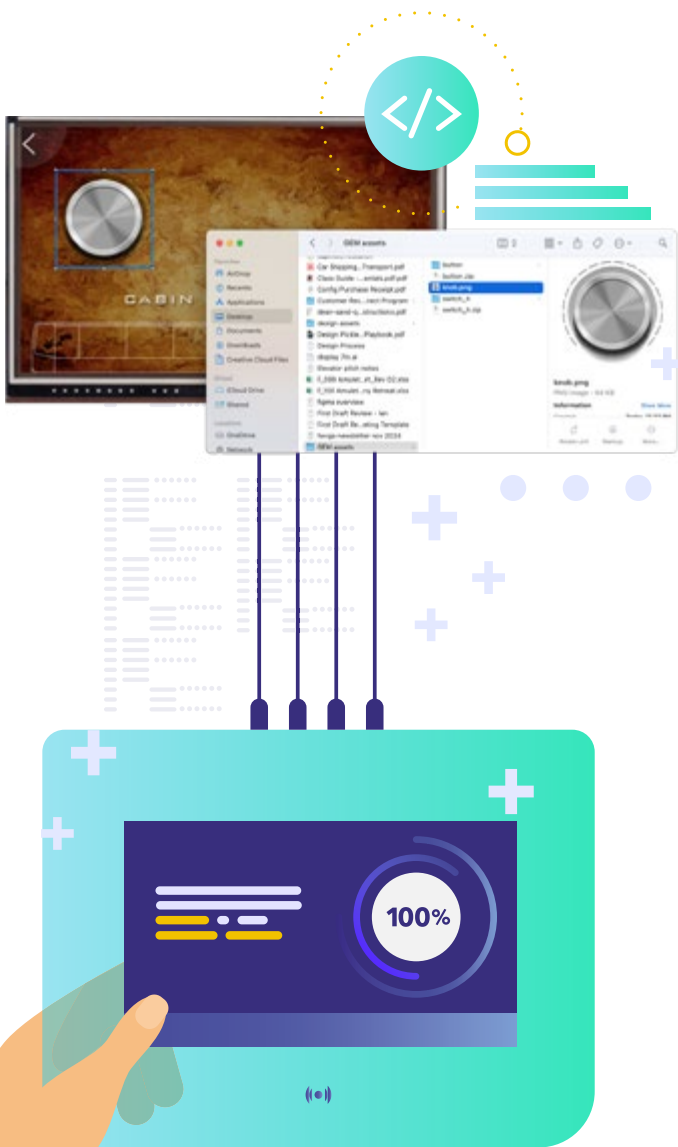
"**Amulet's OneSource portal is very helpful in my sales efforts.** It has a variety of both client-facing and representative-facing documentation and other tools. It can also be used to communicate with prospects—which is a great marketing tool."



Next Steps

Amulet's platform doesn't just support great products—it helps you build stronger customer relationships and win more business. With our integrated hardware, software, and design solutions, you can confidently meet a wide range of customer needs, accelerate their development timelines, and unlock repeat sales opportunities.

Ready to **Grow Your Business with Amulet?** Take the Next Step Toward Smarter Selling



Our responsive support team is ready to help you streamline your sales process, enhance customer relationships, and close more deals.

Download the *GEMstudio*[™] Overview Guide

Understand how Amulet's complete platform helps your customers design and deploy advanced user interfaces faster—and how that creates value for you as a representative.

Engage with a Sales & Design Expert

Get equipped with everything you need to present Amulet's innovative Interactive Digital Display Solutions with confidence—product training, demo tools, and sales enablement resources.

Request a Sales Kit or Quote

To request a demonstration unit or personalized support package, contact us at **(408) 374-4956** or **schedule a demo** today.