

SONY

Sony Sponsored Financing Program



Dealer Registration

Support Phone Line: 1-877-837-3918

www.DealerSalesCentral.sony.com

Support Mailbox: DealerSalesCentral@acbcoop.com

Registration is only required one time for every user

Visit: DealerSalesCentral.sony.com and Click on “New Users – Register Now!”

Dealer Sales Central

[LOGIN](#) [REGISTER](#) [PROGRAM INFORMATION](#) [CONTACT US](#)

Login

Sony Sponsored Financing Program

A program offered by Sony Electronics Inc. to Authorized Dealers

Email Address

Password

[Login](#) [Forgot Password?](#)

Not registered yet?

[New Users - Register Now!](#)

Click Here

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[ACB Privacy Statement](#)

1 - Sony Authorized Dealer List - Choose dealer from drop down list



If dealer is not in the drop down list, **skip to slide 11**

Dealer Sales Central

[LOGIN](#)[REGISTER](#)[PROGRAM INFORMATION](#)[CONTACT US](#)

Registration

Please complete all fields and click the 'Next' button to continue.

Sony Authorized Dealer List

Select your dealer from the below Authorized Dealer List.

If your dealer is not listed select 'Other'

Choose your Dealer from the Authorized Dealer List

Dealer Legal Entity Name

Dealer DBA Name (optional)

Dealer Address

Dealer Building / Suite (optional)

Dealer Postal Code

Dealer City

Dealer State

Select One

Type or scroll down

Your Email Address / User Name

[Verify Email](#)

Your First Name

Your Last Name

Phone Number

() - -

☐ I am authorized to submit claims on behalf of my dealer.

☐ I have read and agree to the below terms and conditions.

PLEASE READ THE TERMS CAREFULLY. These Terms and Conditions apply to all Sony Electronics Inc. ("Sony") Dealer Sales Central Promotions. See the promotional program details for additional terms, conditions, and eligibility requirements of the specific program.

Participation: Sony Dealer Promotions (the "Program") are intended solely for Sony authorized dealers in the United States ("Dealer(s)").

Registration: Dealer is required to provide certain personal information in order to receive updates on claim status. Dealer's personal information will only be used for such purposes and will not be used for any other purpose. If you do not wish to provide such information, please do not enroll. [Dealer hereby acknowledges and agrees to the terms and conditions herein.](#)

Qualifying Transactions: In addition to these terms and conditions, each separate Program has terms and conditions for transactions eligible for rebate ("Qualifying Transactions"). Dealer may claim only Qualifying Transactions of Sony Electronics Inc. products sold to end users (consumers and businesses for their own use) that have been financed through Synchrony Bank. Claims under the Program must be submitted online at the Program website: [DealerSalesCentral.sony.com](#)

Registration Process
Dealer Account already in system
(Dealer was found in drop-down list)

1A – Sony Authorized Dealer List – Dealer found in drop down list

Registration

Please complete all fields and click the 'Next' button to continue.

Sony Authorized Dealer List

Select your dealer from the below Authorized Dealer List.

If your dealer is not listed select 'Other'

Wail

Dealer Name

Dealer Name 1

Dealer D.B.A.

Dealer Address

City State Zip

Dealer Name 2

Dealer D.B.A.

Dealer Address

City State Zip

Type or scroll down list

Select Dealer

Dealer State

Select One

- Dealer information will auto populate once an account is selected

- Make corrections if necessary

Registration

Please complete all fields and click the 'Next' button to continue.

Sony Authorized Dealer List

Select your dealer from the below Authorized Dealer List.

If your dealer is not listed select 'Other'

Sony Authorized Account One

Dealer Legal Entity Name

Sony Authorized Account One

Dealer DBA Name (optional)

Dealer Address

123 Sony Way

Dealer Building / Suite (optional)

Dealer Postal Code

35805

Dealer City

HUNTSVILLE

Dealer State

AL - Alabama

2A - Enter user information (Dealer was found in drop down list)

- 1) Information will be used for status communications or issues with claims
- 2) **Carefully read terms and conditions before accepting them**
- 3) If you agree, check “I have read and agree to the below terms and conditions.”
- 4) Click “Next”

Please Note: if dealer requires multiple agents to have claiming access, each person will need to create its own user account, but one user can be granted full visibility over all dealer users.

The screenshot shows a registration form with the following fields and elements:

- Your Email Address / User Name:** A text input field with a red arrow pointing to a [Verify Email](#) link.
- Your First Name:** A text input field with a red arrow pointing to it.
- Your Last Name:** A text input field with a red arrow pointing to it.
- Phone Number:** A text input field with a red arrow pointing to it.
- Authorization and Agreement:** Two checkboxes are highlighted with red boxes:
 - ☐ I am authorized to submit claims on behalf of my dealer.
 - ☐ I have read and agree to the below terms and conditions.
- Terms and Conditions:** A scrollable text area containing the following text:

PLEASE READ THE TERMS CAREFULLY. These Terms and Conditions apply to all Sony Electronics Inc. ("Sony") Dealer Sales Central Promotions. See the promotional program details for additional terms, conditions, and eligibility requirements of the specific program.

Participation: Sony Dealer Promotions (the "Program") are intended solely for Sony authorized dealers in the United States ("Dealer(s)").

Registration: Dealer is required to provide certain personal information in order to receive updates on claim status. Dealer's personal information will only be used for such purposes and will not be used for any other purpose. If you do not wish to provide such information, please do not enroll. [Dealer hereby acknowledges and agrees to the terms and conditions herein.](#)

Qualifying Transactions: In addition to these terms and conditions, each separate Program has terms and conditions for transactions eligible for rebate ("Qualifying Transactions"). Dealer may claim only Qualifying Transactions of Sony Electronics Inc. products sold to end users (consumers and businesses for their own use) that have been financed through Synchrony Bank. Claims under the Program must be submitted online at the Program website: DealerSalesCentral.sony.com.

 - User is authorized by Dealer to submit claims on Dealer's behalf.
 - Dealer will submit claims within 90 days of the conclusion of the Program.
 - Programs will expire out of the system after 90 days and any claims requested – manually or otherwise – after that time will not be reviewed, considered or honored.
 - In the event that claim substantiation is requested, Dealer shall provide sell-through documentation substantiating Dealer's claims within 30 days of financing by end user customer taking place.
 - Payments will be made from XXXX via ACH or direct transfer to the Dealer. ACB will communicate with Dealer to set-up of the banking information.
 - Dealer hereby agrees to submit to audit of sale and financing transactions for which Dealer is seeking reimbursement of Sony's Buydown.
- Navigation:** At the bottom left, there are two buttons: "Cancel" and "Next". The "Next" button is highlighted with a red box.

A large red bracket on the right side of the form groups the checkboxes and the Terms and Conditions section, with the text "Terms and Conditions" written in red next to it.

Terms and
Conditions

3A – Verify information entered and create user account (Dealer was found in drop down list)

- ✓ Review Dealer Information
- ✓ Review personal contact information
- ✓ Enter a password
 - This will create your user account
- ✓ If any changes are needed, click “Change”
- ✓ If all details look correct, click “Submit”

Dealer Sales Central LOGIN REGISTER PROGRAM INFORMATION CONTACT US

Registration

Please confirm the information below.
Create your Password and Click the 'Submit' button to complete the registration process, or click the 'Change' button to go back and make changes.

Registration Information

Dealer Legal Entity Name:	Dealer's Legal Name
Dealer DBA Name:	Dealer's D.B.A
Dealer Address:	Dealer's Address
Dealer Building / Suite:	
Dealer Postal Code:	Dealer's Zip Code
Dealer City:	Dealer's City
Dealer State:	Dealer's State
Your Email Address / User Name:	Account Representative's Email Address
Your First Name:	Account Representative's Name
Your Last Name:	Account Representative's Last Name
Phone Number:	Account Representative's Phone Number

Create your Password

Your password must be at least 8-20 characters long and include the following:

- 1 Number
- 1 Upper case letter
- 1 Lower case letter

Passwords are case sensitive.
Your login user name will be your email address.

Password

Confirm Password

4A – Registration Confirmation (Dealer was found in drop down list)

- User account has been created
- Dealer account has been registered for the program
- Claims can be submitted

TO DO:

Set Up Dealer's Electronic Funds Transfer (EFT) information

- Claims will not be paid until EFT is set up for the Dealer.



Dealer Sales Central

LOGINREGISTERPROGRAM INFORMATIONCON

Registration

Thank you for registering!

Your registration has been completed successfully.

Prior to any claim payments you must setup your Electronic Fund Transfer (EFT).
Click [here](#) and follow the instructions.
You will be required to provide a voided check or a letter on official bank letterhead with your banking information.

Go to the Login Screen

5A – Setting up Dealer's EFT

- **Required for payment processing**
- **Sony Electronics will only reimburse Dealers for the cost of Zero Percent Financing rates via EFT**
- Only done once, per dealer account (even if multiple dealer agents will be submitting claims or the agent changes)
- Dealer's banking information will be confirmed and validated before any transaction is paid

[Print](#) [Close Window](#)

Automatic Clearing House (ACH) Electronic Fund Transfer Request Form

Transfer Funds (Reimbursement) To:

Bank Name, City, State, Country (branch name and address)	
Bank A.B.A Routing Number (9 digits, see below)	Bank Account Number (see example below)
Name or Other Title on Account	
Address Listed on Account	
Dealer Name (internal use only) A.V. Tech Inc.	Dealer Account Number (internal use only) 038030725
Date of Request	My Signature

You have 2 options to submit your completed form.

Option 1) Email an image of this completed form with either a voided check or a letter on official bank letterhead that contains your banking information to: TempeAccounting@acbcoop.com

Option 2) Fax this completed form with voided check or a letter on official bank letterhead that contains your banking information to: 602-438-4844 - Attn: Accounting Department

Mandatory: Please attach a voided check or an official Bank letter.
SAMPLE VOIDED CHECK.
PLEASE BE SURE THIS CHECK IS LEGIBLE.

For questions, please call:
1-844-271-1167

A sample voided check from a bank. The check is dated 1200. The payee is 'V O I D'. The amount is \$1200.00. The check number is 122105278. The ABA Routing Number is 6724301068. The account number is 1200. The check is voided with a large 'VOID' watermark.

6A – Email Confirmation

Please ensure dealersalescentral-noreply@acbcoop.com is added to your safe sender list.

Sony Zero Percent Financing Program Registration Received.

**This is a system-generated e-mail. Please do not reply directly.
If further action is needed please call the Customer Service Center at 1-877-837-3918.**

Your registration is complete.
You can begin submitting claims for reimbursement.

Important! Prior to any claim payments, you must set up the dealer's Electronic Fund Transfer (EFT) information.

Registration Information

Dealer Legal Entity Name:	Dealer's Legal Name
Dealer DBA Name:	Dealer's D.B.A
Dealer Address:	Dealer Address
Dealer Building/Suite:	
Dealer Postal Code:	Dealer's Zip Code
Dealer City:	Dealer's City
Dealer State:	Dealer's State
Your Email Address / User Name:	Dealer Representative's Email Address
Your First Name:	Dealer Representative's First Name
Your Last Name:	Dealer Representative's Last Name
Phone Number:	Dealer Representative's Phone Number

Thank You,

Dealer Sales Central's Processing Team

- User and dealer registrations are complete
- Claims can be submitted but **will not be paid** until the dealer banking information is set up.

Registration Process
Dealer Account must be loaded
(Dealer account not found in drop-down)

1B – Sony Authorized Dealer List - Dealer not in drop down list

Add your dealer information

- Select “Other” from drop down list
- Enter dealer details
 - Legal Name
 - DBA (if applicable)
 - Dealer HQ Address
 - Synchrony Merchant Number(s) (as they appear in your Synchrony Business Center account)
 - Click “Add Merchant Number” to add more numbers
 - If an incorrect merchant number is added, click “Remove”
- **Important:** All Merchant Numbers need to be added

The screenshot shows the 'Registration' form for becoming a Sony Authorized Dealer. Red arrows and boxes highlight key steps: selecting 'Other' from the dealer list, filling out dealer details, adding merchant numbers, and removing incorrect ones.

Registration
Please complete all fields and click the 'Next' button to continue.

Sony Authorized Dealer List
Select your dealer from the below Authorized Dealer List.
If your dealer is not listed select 'Other'

Dealer Name
Other

Dealer Legal Entity Name
Sony's Awesome Reseller

Dealer DBA Name (optional)

Dealer Address
12345 Driveway, Suite 100

Dealer Building / Suite (optional)

Dealer Postal Code
92000

Dealer City
City

Dealer State
AK - Alaska

Synchrony Merchant Number(s) (1 is required)
After you enter a Synchrony Merchant Number below, click the 'Add Merchant Number' button to add it to the Synchrony Merchant Number(s) list.

Merchant Number (16 digits)

Merchant City

Merchant Number State
Select One

Add Merchant Number

Synchrony Merchant Number List

Synchrony Merchant Number	City	State
112223334455660	City	AK

Remove

2B - Enter user information (Dealer not found in drop down list)

- 1) Contact information will be used for status communications or issues with claims
- 2) Sony Account Manager or Sony contact information is required and will be used to confirm dealer status for account before account is created in the system
- 3) Carefully read terms and conditions before accepting them
- 4) If you agree, check “I have read and agree to the below terms and conditions.”
- 5) Click “Next”

The screenshot shows a web form for creating a Sony account. Red arrows and boxes highlight specific fields and sections:

- Red arrows pointing to input fields:**
 - Your Email Address / User Name: test@testaccount.com
 - Your First Name: Sony Test
 - Your Last Name: Test1
 - Phone Number: (858) 555-5555
 - Sony Account Manager First Name: Sony Regional Manager Name
 - Sony Account Manager Contact Last Name: Sony Regional Manager Last Name
 - Sony Account Manager Email: (empty)
 - Sony Account Manager Phone: (858) 222-2222
- Red box around the Sony Account Manager contact information section:** Includes fields for Sony Account Manager Email and Sony Account Manager Phone.
- Red box around the terms and conditions section:** Includes checkboxes for "I am authorized to submit claims on behalf of my dealer" and "I have read and agree to the below terms and conditions".
- Red box around the "Next" button:** Located at the bottom right of the form.

The form also includes a "Verify Email" link and a "Cancel" button.

3B – Verify information entered and create user account (Dealer not found in drop down list)

- ✓ Review Dealer Information
- ✓ Review Synchrony Merchant Number
 - ✓ **All merchant numbers must be included**
- ✓ Review personal contact information
- ✓ Confirm Sony Account Manager information
 - ✓ **Required to confirm dealer's eligibility**
- ✓ Enter a password
 - This will create your user account
- ✓ If any changes are needed, click “Change”
- ✓ If all details look correct, click “Submit”

Registration

Please confirm the information below.

Create your Password and Click the 'Submit' button to complete the registration process, or click the 'Change' button to go back and make changes.

Registration Information

Dealer Legal Entity Name:	New Dealer Account Added
Dealer DBA Name:	New Dealer
Dealer Address:	16535 Via Esprillo
Dealer Building / Suite:	
Dealer Postal Code:	92127
Dealer City:	SAN DIEGO
Dealer State:	CA
Synchrony Merchant Number(s):	2221114443335555 - (San Diego CA)
Your Email Address / User Name:	SNARetailIncentives@sony.com
Your First Name:	Sony
Your Last Name:	Administrator
Phone Number:	8585555555
Account Manager / Distributor Contact First Name:	Account
Account Manager / Distributor Contact Last Name:	Manager
Account Manager / Distributor Contact Email:	
Account Manager / Distributor Contact Phone:	8585555555

Create your Password

Your password must be at least 8-20 characters long and include the following:

- 1 Number
- 1 Upper case letter
- 1 Lower case letter

Passwords are case sensitive.

Your login user name will be your email address.

Password

Confirm Password

Change

Submit

4B - Registration Confirmation (Dealer not found in drop down list)

- User account has been created
- Dealer account has not been registered yet for the program
 - Sony will verify dealer eligibility before approving registration
- Once approved, user will receive an email confirmation from dealersalescentral-noreply@acbcoop.com

Dealer Sales Central LOGIN REGISTER PROGRAM INFORMATION CO

Registration

Thank you for registering!

Because you registered under a dealer not listed, your registration has been set to 'Pending'.
You will be allowed to submit claims once the dealer has been confirmed by Sony Administration.
You will receive a notification email when the review is complete.

[Go to the Login Screen](#)

5B – Email with Registration Request details (Dealer not found in drop down list)

Please ensure dealersalescentral-noreply@acbcoop.com is added to your safe sender list.

- User account has been created
- Dealer account **has not** been registered yet for the program
 - Sony will verify dealer eligibility before approving registration
- Once approved, user will receive an email confirmation from dealersalescentral-noreply@acbcoop.com

Sony Zero Percent Financing Program Registration Received.

**This is a system-generated e-mail. Please do not reply directly.
If further action is needed please call the Customer Service Center at 1-877-837-3918.**

Your registration has been received and will reviewed by the Sony Program Administrator.
Once you are approved, you will receive an email notification and can begin submitting claims for reimbursement.

Registration Information

Dealer Legal Entity Name:	Other Dealer Entity Name
Dealer DBA Name:	Suite 8748
Dealer Address:	489484 Other Dealer Street
Dealer Building/Suite:	suite 9489
Dealer Postal Code:	85226
Dealer City:	CHANDLER
Dealer State:	AZ
Merchant Number(s):	5858947848948989;
Your Email Address / User Name:	otherdealeremail@test.com
Your First Name:	Frank
Your Last Name:	Jones
Phone Number:	4949490494
Account Manager First Name:	Elena
Account Manager Last Name:	Santana
Account Manager Email:	esantana@sony.com
Account Manager Phone Number:	4949404040

Thank You,

Dealer Sales Central's Processing Team

6B – Email Confirmation – Dealer account has been verified

Your dealer and user registration have been validated.

- Your registration is now complete
- Claims can be submitted now

TO DO:

Set Up Dealer's Electronic Transfer (EFT) information

➤ **Claims will not be paid until EFT is set up for the Dealer.**



5B – Setting up Dealer's EFT

- **Required for payment processing**
- **Sony Electronics will only reimburse Dealers for the cost of Zero Percent Financing rates via EFT**
- Only done once, per dealer account (even if multiple dealer agents will be submitting claims or the agent changes)
- Dealer's banking information will be confirmed and validated before any transaction is paid

[Print](#)[Close Window](#)

Automatic Clearing House (ACH) Electronic Fund Transfer Request Form

Transfer Funds (Reimbursement) To:

Bank Name, City, State, Country (branch name and address)	
Bank A.B.A Routing Number (9 digits, see below)	Bank Account Number (see example below)
Name or Other Title on Account	
Address Listed on Account	
Dealer Name (internal use only) A.V. Tech Inc.	Dealer Account Number (internal use only) 038030725
Date of Request	My Signature

You have 2 options to submit your completed form.

Option 1) Email an image of this completed form with either a voided check or a letter on official bank letterhead that contains your banking information to: TempeAccounting@acbcoop.com

Option 2) Fax this completed form with voided check or a letter on official bank letterhead that contains your banking information to: 602-438-4844 - Attn: Accounting Department

Mandatory: Please attach a voided check or an official Bank letter.
SAMPLE VOIDED CHECK.
PLEASE BE SURE THIS CHECK IS LEGIBLE.

For questions, please call:
1-844-271-1167

A sample voided check from a bank. The check is dated 1200. The payee is 'V O I D'. The amount is \$1200.00. The check number is 122105278. The ABA Routing Number is 6724301068. The account number is 1200. The check is voided with a large 'VOID' watermark.

6B – Registration Declined (Email) - Dealer account could not be verified

Your dealer and user registrations have been declined.

What happened?

- Sony was not able to confirm your dealer's authorization
- Your dealer is not eligible for Sony's reimbursement of financing cost

You may continue to offer your customers the financing program through Synchrony Financial, but Sony Electronics will no longer cover a portion of the financing cost.

- Please contact your Synchrony representative, for questions on the program that is available to you (Synchrony's merchant help line is 1-800-333-1082)
- If you feel this was a mistake, please reach out to your Sony account representative so they can validate your eligibility

Sony Zero Percent Financing Program Registration Denied.

This is a system-generated e-mail. Please do not reply directly.
If further action is needed please call the Customer Service Center at 1-877-837-3918.

Dear Sony Authorized Dealer Representative:

Your dealer and user registrations have been declined.

Denial Comment:
Could not verify account information.

What happened?

- Sony was not able to confirm your reseller authorization
- Your account is not eligible for Sony's reimbursement of financing cost

You may continue to offer your customers the financing program through Synchrony Financial, but Sony Electronics will no longer cover a portion of the financing cost.

If you feel this was a mistake, please reach out to your Sony account representative so they can validate your eligibility

Thank You,

Dealer Sales Central's Processing Team

Need help?

Email: DealerSalesCentral@acbcoop.com

Call: 1-877-837-3918

Thank you for your participation!