

Dealer Success Programs

Authentic Communication

To support independent HVAC contractors and help them stay independent, we developed the Coleman® HVAC Dealer Success Program. With exclusive, industry-leading marketing and promotional solutions, the program provides all the resources you need to become more competitive and grow your business. From literature and websites to business training and financing support, the Coleman® HVAC toolbox provides everything you need to succeed.

Coleman® HVAC Dealer Success Program Levels



There are three levels of participation in this program — Coleman®, Coleman® Premier and Coleman® Certified Comfort Expert™ (CCE):

- **Coleman®** is the basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.
- **Coleman® Premier** contractors can participate in enhanced programs, particularly when it comes to technology.
- The **Coleman® Certified Comfort Expert (CCE)** program provides the highest level of partnership between the contractor, distributor and manufacturer.

LEVEL	COLEMAN®	COLEMAN® PREMIER	COLEMAN® CERTIFIED COMFORT EXPERT
CONNECT WITH PROSPECTS			
Dealer Website Program by YBN		\$8,500	\$8,500
Reputation Marketing by Angie's List™		\$3,000	\$3,000
Lead Generation by HomeAdvisor		\$3,000	\$3,000
Dealer Locator		\$500	\$500
Marketing Action Center	\$2,500	\$5,000	\$5,000
ENGAGE WITH CUSTOMERS			
In-home Selling Application (Coming Spring 2017)		\$500	\$500
Residential Financing by Synchrony Financial	\$5,000	\$5,000	\$5,000
Commercial Financing by Horizon Keystone	\$5,000	\$5,000	\$5,000
Credit Card Acceptance and Technology by Square	\$500	\$500	\$500
Wireless Carrier Partnerships	\$1,000	\$1,000	\$1,000
Homeowner Letters		\$500	\$500
100% Satisfaction Guarantee			Exclusive
First-year Unit Replacement			Exclusive
ACHIEVE BUSINESS RESULTS			
Unitary Products Academy – Business Training		\$250	\$250
Unitary Products Academy – ProficienTECH Training		\$400	\$400
Personal Use Rebates	\$850	\$850	\$1,700
Dealer Loyalty Savings			\$2,500
Vehicle Discount Privileges	\$10,000	\$10,000	\$10,000
TOTAL VALUE	\$24,850	\$44,000	\$47,350



HEATING & AIR CONDITIONING

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