



HEATING AND
AIR CONDITIONING

Choosing the Coleman® HVAC Dealer Success Programs

DEALER SUCCESS PROGRAM LEVELS

Work with your Territory Manager (TM) or Distributor Representative to determine the level of participation that best supports your company's objectives.

All levels of participation require meeting an annual equipment purchase minimum. Dealer Success Program registrations must be renewed annually. After your registration or renewal, you will be provided access to our customer extranet for Dealer Success Program information, references, resources and vendor contact information. Contact bts-ds-marketing@jci.com for program support or additional questions.

Coleman® Level

Basic level of participation that provides contractors with a variety of financial, promotional, business and training tools and resources.

Coleman® Premier Level

All of the benefits of the Coleman® program, plus enhanced programs, particularly in technology.

Coleman® Certified Comfort Expert™

A partnership between the contractor, distributor and manufacturer.



DUCTED SYSTEMS CHANNEL MARKETING

Need assistance with your marketing program needs? We're here to help! We can answer questions related to distributor and dealer programs including key program benefits, how to use them and where to find important information. Additionally, our marketing representatives are available. Give us a call at 1-833-242-7869 or send us an email at bts-ds-marketing@jci.com. Dealers, please have your dealer number and name of your distributor partner handy. Distributors, please have your distributor number available and let us know your Ducted Systems brand of equipment.

2020 Coleman® HVAC Dealer Success Programs



CONNECT WITH PROSPECTS | These marketing tools put your business in front of more prospects

	Coleman® Level	Coleman® Premier Level	Coleman® Certified Comfort Expert™ Level
Dealer Website Program by Web.com*		x	x
Reputation Marketing by Angie's List®*		x	x
Lead Generation by HomeAdvisor*		x	x
Marketing Action Center	x	Enhanced	Enhanced
Coleman® Dealer Locator	x	x	x



ENGAGE WITH CUSTOMERS | These tools and incentives help turn shoppers into buyers

	Coleman® Level	Coleman® Premier Level	Coleman® Certified Comfort Expert™ Level
Residential Financing by Synchrony Financial	x	x	x
Second Look Residential Financing by Fortiva	x	x	x
Commercial Financing by Horizon Keystone	x	x	x
Moblico*		x	x
In-Home Selling Tool*		x	x
Wireless Carrier Partnerships	x	x	x
Homeowner Letters		x	x
100% Satisfaction Guarantee			Exclusive
First-Year Unit Replacement			Exclusive



ACHIEVE BUSINESS RESULTS | These programs help turn good businesses into great businesses

	Coleman® Level	Coleman® Premier Level	Coleman® Certified Comfort Expert™ Level
Ducted Systems Academy	x	Enhanced	Enhanced
Personal Use Rebates	x	x	Enhanced
Dealer Loyalty Savings			Exclusive
Vehicle Discount Privileges	x	x	x

*Available à la carte at the Coleman™ level