

Getting Ready for the Dealer Workshop

(Bring to the Dealer Workshop)

- Bring COMPLETED Dealer Commitment Form and Custom Marketing Tools Worksheet
- Bring your password if you already have one for the secure dealer login on the Go! Site. If you don't have a password, we'll set it up at the Workshop
- If you want your logo on the marketing items – which we highly recommend – bring it in an electronic format or email it to your distributor prior to the Workshop
- Bring your license number if it is required on advertising materials in your state

AdVantage Worksheet

1. From the list below, select up to 10 services you want listed on postcards:

- | | |
|---|---|
| <input type="checkbox"/> Sales, Service, Installation | <input type="checkbox"/> Duct Cleaning |
| <input type="checkbox"/> Licensed, Bonded, Insured | <input type="checkbox"/> Free Equipment Estimates |
| <input type="checkbox"/> NATE Certified | <input type="checkbox"/> Free Installation Estimates |
| <input type="checkbox"/> Service All Brands | <input type="checkbox"/> Indoor Air Quality Products |
| <input type="checkbox"/> 24 Hour Emergency Service | <input type="checkbox"/> Energy Star Products |
| <input type="checkbox"/> Residential & Commercial | <input type="checkbox"/> Convenient Financing Available |
| <input type="checkbox"/> Maintenance Plans | <input type="checkbox"/> Most Major Credit Cards Accepted |

2. List up to three addresses in areas that you want to prospect for new business - they can be recent installations or neighborhoods that interest you.

1. Customer Name (if applicable) _____
Address (no P.O.s can be used) _____
City, State, Zip Code _____

2. Customer Name (if applicable) _____
Address (no P.O.s can be used) _____
City, State, Zip Code _____

3. Customer Name (if applicable) _____
Address (no P.O.s can be used) _____
City, State, Zip Code _____