



Distributor Guidelines and Recommendations

- 1) Pricing on Ecoer equipment products is recommended between 15-20% GP. (Below 12% GP is discouraged, unless for a large project approved by Ecoer, and above 24% GP may not make Ecoer competitive in the market)
- 2) Pricing on Ecoer parts including New Ecoer WiFi Thermostat is recommended be between 25-35% GP.
- 3) Create an area in your showrooms to display and advertise Ecoer products, through the use of Demo systems, Literature racks, window stickers, pens etc.
- 4) Distributors to sets aside time to have their staff trained by Ecoer for Sales and Technical training classes.
- 5) Warranty issues with Ecoer Products are to be handled in a timely fashion by Distributor. Ecoer recommends 24-48 hours if possible.
- 6) Create and keep appropriate inventory levels of Ecoer Equipment and parts for convenience of contractor and end user.
- 7) Find contractors/Dealers interested and able to at least sell \$50,000/18 systems per year/1.5 Ecoer systems per month.
- 8) Selecting the right contractor that is tech savvy and sees the value in the high efficiency and smart technology is highly recommended. We are looking to certify each contractor before allowing them to sell and Install the Ecoer Brand.
- 9) Develop a Contractor Dealer Program for your Ecoer contractors. Create a binder with onboarding process, literature, pricing, match-ups, Dealer guidelines, how to use Ecoer's Contractor App. Etc.
- 10) Create and implement a strategic onboarding process for each contractor/dealer. (Training Schedule- technical and sales, literature review, how to use the APP and website, match-ups, Tech Support Hotline Number etc.)
- 11) Distributors to encourage each contractor looking to sell and install Ecoer equipment to be trained by Distributor's Technical Trainer or Ecoer before installing their first system.
- 12) Use 2 % Co-Op funds from Ecoer purchases to help contractors grow their business through Rebates and Spiffs.
- 13) Distributor's Sales team to actively push the extended 10 years monitoring of Ecoers (ESS service) to all contactors installing Ecoer products.
- 14) Create an Ecoer Dealer Meeting once a year to discuss, new features and product. Reward dealer loyalty and sales through awards or prizes.