

CO-OP MARKETING PROGRAM REQUEST

30 DAYS PRIOR TO MARKETING INITIATIVE | PRE-APPROVAL

- ACCOUNT MANAGER (AM) or DEALER logs into the marketing store and downloads CO-OP ADVERTISING REQUEST FORM from the Promo Support
- Read the TERMS & CONDITIONS section on the form; fill out completely and provides full description of the advertising including radio scripts, creative concept etc.
- Email to marketingsupport@durabuiltwindows.com
- Approval to proceed will be given within 5 (five) working days.

NOTE: Co-op claims will be denied if pre-approval is not requested.

Co-op funds are based on 1% of the DEALER previous year sales

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APPROVAL

- Marketing to Post and File in Salesforce on the ACCOUNT @director name and account manager name.
- DIRECTOR approves or requests more information.

SUBMISSION PROCESS

- AM or DEALER emails supporting documentation to marketingsupport@durabuiltwindows.com
- MARKETING confirms information and submits for sign-off by the Director – Sales & Marketing
- MARKETING gives Approved Claim form and all supporting documents* to EXEC ASSISTANT to obtain sign off by PRESIDENT.
- EXEC ASSISTANT sends to ACCOUNTING who applies credit to the DEALER account.

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AFTER SUBMIT TO EXEC ASSISTANT

- Marketing to Post and File all documentation in Salesforce on the ACCOUNT @director name and account manager name.

* SUPPORTING DOCUMENTS

Proof of advertising

- Paid invoice
- Script, creative, ad insertion, post campaign report, image of promo item etc.