

Our guide to develop and grow our Dealer channel.

Dealer Strategy

Develop and grow our dealer base of customer partners in primarily rural based markets, and selected urban markets, in the Prairie provinces. Determine routes to ensure your travel, and shipping and service costs, are substantiable and profitable.


Focus on maintaining / growing and acquiring new;

Authorized Dealers

- Lumber yard / Home Centres preferably affiliated with one of our Buying Groups, or independently owned.
- Home Hardware, Castle, Timber-Mart, RONA has a program with Durabuilt
- ILDC, Federated Co-op and Sexton do not have a program with Durabuilt
- Set up Account Type as Authorized Dealer

Reno / Glass Shops

- Window / door renovation dealer or glass shop with a S&I focus.
- Needs to have a showroom / office and sales and installation staff.
- Set up Account Type as Reno Dealer / Glass Shop.
- Contractors do not qualify – promote their business to our Authorized dealers.

 Set up as Influencers / Sub-Contractors so we can maintain a relationship and promote to them.

Manufactured Housing / RTM (Ready-to-Move) builders

- Determine their path of window purchasing – through a dealer or direct from a manufacture.

Develop a by-market plan to ensure we have appropriate coverage in all markets.

Account Management

Our Territory Account Managers are responsible for developing strong personal relationship with customers and prospects (potential new customers) demonstrating the value Durabuilt and you can add to their business.

Our sales process includes;

Research and prospecting – do your homework, get to know your markets and looks for opportunities to grow our market share.

Solution building – ask great questions, fit your solutions to their need, present our unique differentiators to help grow their business. Be their guide – take them further than they can imagine.

Closing on business – this is where we make money, be determined – and patience, but assertively persistent.

Maintaining customer satisfaction – set expectations and exceed them, engage your team and provide an experience beyond expectation.



Salesforce utilization is the key to keeping you on track and accountable, and the company informed. Territory Account Manager is responsible for;



- Ensure all Account Details information is correct and updated regularly.
- Including Parent Account (Buying Group) affiliation.



Send a Chatter on the Account to the Sales Director to add Parent Account. This allows for proper sales reporting to Buying Groups.

- If part of a Buying Group with central payment; Check off Invoice Parent box and include the Buying Group Member # - this will ensure proper billing.
- Add new and maintain all Contact information so the whole company can benefit.





- Set up Dealer's home builders and contractors' customers as Account Record Type = Influencers – Account Type = Sub-contractors so we can inform them of new innovations – pull them into the dealer.
- Set up market Architects / Designers as Account Record Type = Influencer – Account Type = Architect or Designer, so we can promote new design and performance information.
- Perform Activities and update daily – log F2F Calls 📞 and emails 📧 and post Chatter 🗨️ to request guidance or keep us informed.
- F2F calls logged on the same day as they take place.
- Include clear notes to remind you of required follow up. Set a Task 📅 or Case 📁 to keep on track.
- Log important Phone calls 📞 – prospect, follow ups on Accounts, Contacts and Opportunities. 🏆
- Set up and manage individual or Account Monthly Opportunities 🏆 – review daily, adjust as needed, and make plans to close on the business.

WORKFLOW

Review WORKFLOW and Infographic information with our Dealers to set expectation and deliver the best Customer Experience.

- Standard Order WORKFLOW – automated Order Confirmation email
- Production Lead Times
- Job Site Delivery Infographic – explain their delivery schedule and our auto-email process.
- Explain CONNECT YOU process – auto emails, Case number tracking.

Call Activities

Planned and purposeful sales calls produce the best results and should demonstrate value to our customers and prospects. Become their “window guide” – use your team and provide prompt and effective follow up – hold your team accountable for an experience beyond expectation.

Develop your dealer routes and maintain a consistent call routine – the dealer will start to count on you.

- Get to know your customers – make appointments, or drop in, fit the customer's needs.
- Work on establishing relationships with everyone in the Dealers store; Owner, Managers, Salespeople, Order Desk, Accounting, Receiving, Warehouse staff – be memorable, pleasant and productive.
- Set up all as Contacts, take notes and document in Salesforce – set a Task or Case to ensure timely responses.
- Include clear notes to remind you of required follow up. Set a Task or Case to keep on track.
- Seek out new and follow up on existing Opportunities – add value in helping to close.
- Plan to introduce something new or unique to Durabuilt on every visit – product innovation, new CX update, system / support enhancement – be creative, collaborate with your manager and the other dealer Account Manager.
- Do a store walkthrough;
- Inspect our Display and clean and organize it. See if any competitor displays have changes – post a picture and Chatter to your Manager.
- Ensure all our brochures, samples and selling tools are up to date and they have appropriate stock. Order new through the Dealer's Account in the Marketing Store. Discard old brochures, samples and selling tools.
- Go to the warehouse and see if we have any of our, or competitors orders are in storage.
- Check Stock window inventory – present our Econo-Star program – get an order!

Marketing | Product, CX and Promotion

Durabuilt has a unique value proposition and you are leading the charge. Promotion of our products, systems / support and promotion needs to be continually presented with passion – don't fall into the commodity, price selling game. Our dealers want to make money – we have products that move.

Products – Our offering is wide and deep, well set up and easy to understand and sell. Performance is a given, but it's our approach to design and fashion that provides ample value-engineering solutions allowing our dealers to grow their window and door sales.

- Introduce and train on our products at the dealer's location or invite them to a Design Gallery for an exclusive tour – turn them into a Durabuilt advocate.
- Key customers and prospects are welcomed to come to Edmonton for a plant tour and training.
- The dealer is responsible for the cost of getting to Edmonton – we will look after the hotel and meals.
- Gain approval for all plant visits from the Director – Sales & Marketing



CX (Quoting / Selling) – Our all-in-one selling solution and the key to growing our dealer business. Setting up dealer user on CX puts the power in their hands.

- The STEPS configurator is a built-in product catalogue and allows the dealer to walk a customer through their options and provide quotation with all the product details and performance information to get the order right and electronically transferred to Durabuilt.
- Review the CX Dealer Set Up Work Instructions_Sept2018 and build your sales team. Get to know your customers – make appointments, or drop in, fit the customer's needs.
- The Dealer Account manager is responsible for the initial CX set up and training. Be available to train-on-the-spot and work your dealer through any questions that arise – utilize your ATR team for support as well.

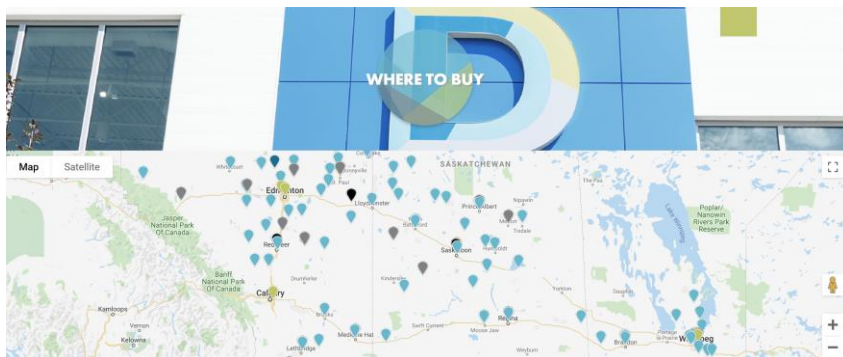
Promotion – Durabuilt is fresh and exciting, be a brand ambassador and partner up with our dealer to actively promote.

Website – Our primary resource for information and for our Dealers there is even more, including generating Durabuilt leads.

- Sign up our dealer on the Login Portal and Sign Up for Updates at www.durabuiltwindows.com and our Marketing Store located in the Resources section
- The dealer will have access to Brochures, Product Update, Sizing, Performance and Product Detail CAD drawings – selling tools at their fingertips.
- They can also access the Marketing Store to order selling tools that will be delivered on our truck, or by the Account Manager.
- Being on our website "Where to Buy" Dealer locator is a privilege, not a right.



Check to make sure only our supporting dealers are listed. Send an email to marketingsupport@durabuiltwindows.com to request a new set up, or a revision.



Marketing Store – Printed Materials, Samples, Signage, Promo Items and Promo Support are easy to access. Ensure our dealers are appropriately stocked up and providing an ROI for Durabuilt.

- All active Dealers should be set up on the Marketing Store so we can track their usage and demonstrate the value of ordering on their own.
- The Account Manager can also order for the Dealer, but on their Account – do not draw from your personal stock.
- All orders are approved by the Director – Sales & Marketing.
- The Promo Support section provide access to Durabuilt Graphic Guidelines and logos to use for the Co-op advertising efforts – and a downloadable copy of our Co-op Advertising Request Form.
- The fillable PDF Co-op Advertising Request Form contains our Terms and Conditions and needs to be pre-approved by the Director – Sales & Marketing prior to proceeding.
- The dealer is eligible for 1% of their previous years sales as a Co-op Advertising fund. Additional funds are available upon request to the Director – Sales & Marketing.
- Email the completed form to marketingsupport@durabuiltwindows.com – an approval will be sent back within 48 hours.
- The dealer is responsible for all costs and need to submit for a Co-op Advertising credit with proof of advertising. A credit for the approved amount will be credited to their account.

Displays– Durabuilt displays are an investment for us and our dealer partners. We need to gain an ROI and ensure the dealer is engaged and accountable.

- All request for a store display should be posted on Chatter, on the Dealer account addressed to the Director – Sales & Marketing.
- Provide all details and an ROI plan, including any potential investment by the dealer.
- Approval needs to be acquired prior to committing to our dealer.

