

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, Sexton, Timber-Mart, RONA has a program with DURABUILT.
- ILDC and Federated Co-op 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 @Jeff Ward, include the Buying Group name and Store Number. This allows for proper sales reporting to Buying Groups.



- Add new and maintain all Contact information so the whole company can benefit.

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- 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 Calls  and emails  and post Chatter  to request guidance or keep us informed.
- F2F calls logged on the same day as they take place.
- Set a Task  for your Next Step / required follow up
- Set up and manage individual or Account Monthly Opportunities  – review daily, adjust as needed, and make plans to close on the business.

DEALER PARTNER ONBOARDING & ALIGNMENT WORKSHEET

Open and up-front conversation about both our processes and expectations and ensures a positive customer experience.

Set up an Onboarding session to set expectations, review WORKFLOW documents and Infographics.

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- Include an Account Team rep
- Put in Notes & Attachments at the Account for reference – update as needed.

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 place important documents in Salesforce
- Set a Task / Next Step and follow up to keep on track.
- Seek out new, and follow up on existing, Opportunities – add value in helping to close.
- Review outstanding Sales Order and CONNECT YOU Cases.
- Plan to introduce something new or unique to DURABUILT on every visit – product innovation, new CX update, technology enhancements – 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 from 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 Stocking Program and Attic-Seal – get an order!



DURABUILT WINDOWS & DOORS

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 your Market Leader.



DURABUILT CX is our all-in-one selling solution and the key to growing our dealer business. Setting up a 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 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.

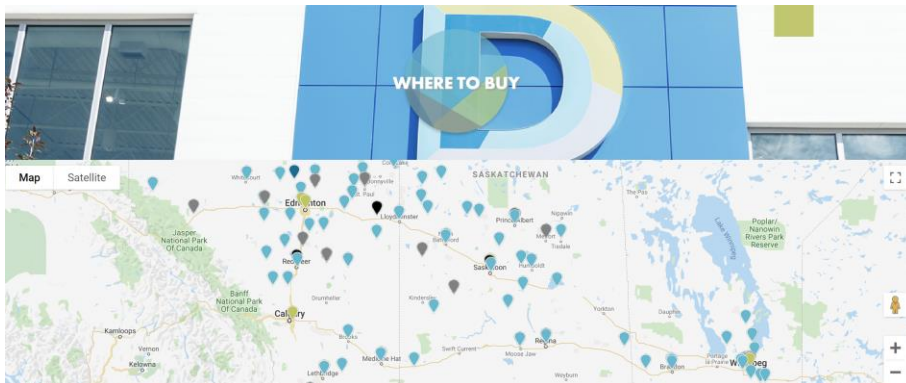
Promotion – Durabuilt is fresh and exciting, be a brand ambassador and partner up with our dealer to actively promote.

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 for access to our Customer Experience Resources for access to Brochures, Sell / Info Sheets, Sizing, Performance and Product Detail CAD drawings – selling tools at their fingertips.
- 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.

- Submit all orders using the Marketing Store fillable PDF Order Form.
- Place individual orders so we can track usage by Dealer.
 - Email to marketingsupport@durabuiltwindows.com
 - Marketing to assign an Order Number and email back with adjustments, if out-of-stock.
 - Order will be sent out as directed on the Order Form – via the Account Manager or DURABUILT truck
- For Promo Support such as Durabuilt Graphic Guidelines and logos send an email to marketingsupport@durabuiltwindows.com to use for the Co-op advertising efforts – and a downloadable copy of our Co-op Advertising Request Form.
- All Co-op Advertising requests need to approved, based on the Dealer’s Buying Group agreement, prior to proceeding;
 - Post a completed fillable PDF Co-op Advertising Request Form on the Account Chatter @Nigel Attrill, @Jeff Ward and @your Market Leader for discussion and approval.
 - Once approved, 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 requests for a Display need to be posted on the Account Chatter @ Nigel Attrill, Jeff Ward and your Market Leader for discussion and approval.
 - 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.
- Once approved, the Account Manager is responsible for placing a N/C (Marketing) order for the display component and product on the Dealer’s Account.
- Display come with;
 - Alpha & Omega Brochure (1 Pkg.)
 - Door Brochure (1 Pkg.)
 - Two Corner Samples selected from our standard offering
 - Alpha & Omega Laminate Selection Guide
 - Omega Aluminum and Door clad Selection Guide
 - GBG and SDL Selection Guides
 - DURABUILT Privacy Glass Selection Guide

