



MARKETING TOOLS QUICK REFERENCE



Air Conditioning & Heating

Lead Generation Tools

- **Lead Generation** (signs, banners, posters, custom graphics, home show solutions, vehicle wraps) available through Digital Blue print solutions (www.digitalblueprintsolutions.com/goodman)
- **Radius Marketing** (<https://rogerssupplysignup.radiuslist.com>)
 - 50 directly around installation (radius marketing)
 - Year round mailings (life cycle mailings)
 - Direct mail for any occasion
- **Direct Mail Marketing Solutions:** through Bedrock Marketing (www.thebedrock.com/goodman)
- **Website Sales Support Options**
 - Select On Site (www.selectonsite.com)
 - CI Web Group (www.ciwebgroup.com/goodman)

Kitchen Table Sales Tools

- **Standard Homeowner Brochures** Order from Partnerlink (*see below*)
- **Customizable Dealer Brochures** Order from Partnerlink (*see below*)
- **Customizable Sales and Pricing Tools from Praxis** (www.praxisgroupinc.com)
- **Customizable Homeowner Pitchbooks/Presentation for print, iPad/Tablet or Laptop** Order from Partnerlink (*see below*)
- **In Home Selling Tool for iPad/Tablet:**
 - Wright Soft (www.wrightsoft.com/Goodman)
- **Consumer Financing / options for payment**
 - EGIA (www.egia.org/Goodman)
 - Pushpay (www.pushpay.com)
 - Payzer (www.payzer.com/Goodman)
 - FTLfinance (www.ftlfinance.com)
- **Mobile Field Service Management with Field Locate** (www.fieldlocate.com/Goodman)

Accessing Partnerlink

- **Dealer online access to Amana Marketing Toolkit** (www.Goodmanmfg.com)
 - Click on Partnerlink on bottom tool bar. ID: **goodman** Password: **dealer**
 - **Marketing toolkit** includes: homeowner brochure ordering, Product Literature, Spec sheets, Radio Spots, TV Spots, Postcards, Ads, lead generation templates, equipment photos, logos, etc.
- **Support**
 - **System Configurator:** AHRI rated system matches w. link to AHRI Certificates
 - **Webinar Training:** Monthly calendar and registration for Webinars

Dealer Support/Technical Tools

- **DealerFirst Mobile App** (<http://mobile.goodmanmfg.com>)
 - Includes warranty look-up on existing equipment, product warranty registration for new equipment and more for both Goodman and Amana Brands
- **Goodman Dealer Locator** (www.goodmanmfg.com)
 - Dealers can include company info, URL, and details such as financing, 24 hour service, ect.
- **www.rogerssupply.com**
 - Order any time
 - View training videos (*also available on Youtube*)
 - View upcoming events and training on our events calendar
 - Save product groups to make future orders even easier
 - Qualifying purchases count towards your Coop funds accrual
- **www.rogerssupplynews.com**
 - Rebate opportunities
 - Industry updates and service bulletins
 - Marketing and business management tips and videos



WAYS TO MAKE YOUR COOP WORK FOR YOU!

50 WAYS TO PUT YOUR MARKETING ACCRUAL FUNDS TO WORK NOW!

Article in a publication

Brochures

Business Cards

Cause-related marketing

Community Involvement

Contests/sweepstakes

Coupons

Customer Relationship Strategy

Direct mail letters

Direct mail postcards

Door Hangers

Electronic brochure

Email Reminders & Offers

Employee Trading Cards

Equipment Stickers

Free Filter Days

Free seminars and clinics

Giveaways

Gift certificates

Infomercials

Joint Marketing

Logo Design

Magazine ads

Magnets

Marketing Calender

Marketing Plan

Movie ads

Newsletter

Newspaper Ads

On-hold music

Online Chat

Online Marketing

Online Scheduling

Posters

Prospect mailing list

Radio spots

Referral program

Sales Presentations

Signs Inside & Outside

Sports Schedule Refrigerator Magnets

Text Reminders

Thermostat Warranty Stickers

Trade Show display

TV spots

Uniforms

Upsell Menus

Website

Window Display

Yard Sign Competitions

Yard Signs

➔ **CONTACT YOUR LOCAL ADVERTISING COMPANY, ARTIST, OR PRINT SHOP** ←

— **TODAY!** —