



THE MITSUBISHI **DIAMOND™** ADVANTAGE
CONTRACTOR
2013



COOLING & HEATING
Live Better





BUILDING A BETTER BUSINESS TOGETHER

SUCCESS IN THE DUCTLESS MARKET: LET'S BUILD THE BUSINESS TOGETHER



Ductless systems... are efficient and effective solutions to comfort problems that plague over half the homes in the U.S. Nobody has a better solution than Mitsubishi Electric. M- and P-Series Systems have made us the number-one ductless manufacturer in the industry. We're growing by leaps and bounds. And we're looking for you to profit in the tremendous growth potential.

You'll enjoy this business growth opportunity as a Mitsubishi Electric Diamond Contractor year in and year out.

WHEN YOU BECOME A MITSUBISHI ELECTRIC DIAMOND CONTRACTOR...

Membership shows your customers that you have achieved an exceptional level of training, expertise, and customer satisfaction. You're identified as a master of our wide range of products and services. Membership earns you these business-building benefits:

- Leads from consumers who want to be contacted
- Free literature upon request
- Priority listing on the mitsubishicomfort.com Dealer Locator (contractor website with Mitsubishi Electric branding and content is required)
- Extra two-year parts warranty for M & P products
- Access to marketing assistance and Online Creative Center for the production of pre-approved ads, posters, banners, yard signs, billboards, direct mail and door hangers
- Complementary Diamond Contractor identification including: logos, uniform emblems and truck decals
- Special consumer financing offers
- Ongoing training opportunities
- Special access to create your own Mitsubishi Electric consumer website at no charge

ANNUAL MEMBERSHIP HAS ITS PRIVILEGES

SALES REFERRALS FROM MOTIVATED CONSUMERS

Our national promotions and advertising for M-Series residential systems has one single-minded goal: to drive solution-seeking customers to the website — and to you — via our contractor locator. Consumers are very interested when they hear about the products, and they rely on you as the expert. They will tell all their friends and that means referral business for you!



**Our national promotions drive consumers to
mitsubishicomfort.com ... and a zip code contractor locator.**

THE KEYS TO SUCCESSFUL SELLING

Mitsubishi Electric Diamond Contractors typically have a high sales conversion rate, because our system technology meets real customer needs. To drive that conversion rate even higher, we've put a comprehensive sales support system at your command.

- Sales training
- In-home presentations and sales tools
- Free product literature
- meSync™ Program

DIAMOND CONTRACTOR SEVEN & SEVEN WARRANTY PROGRAM

That's a seven-year limited warranty on compressors, and seven years on parts. What could be simpler? You'll find that warranty registration is simple, too. As a Mitsubishi Electric Diamond Contractor, all you need to do is register your sale online and you qualify for the program. This is an exclusive benefit for Mitsubishi Electric Diamond Contractors only.



FINANCING THAT HELPS YOU SELL

Nothing seals a deal like attractive financing and fast answers. You'll get both as a Mitsubishi Electric Diamond Contractor. We've arranged special, discounted fees so the program is equally attractive for you.

ONLINE MARKETING AND ADVERTISING RESOURCES

As a Mitsubishi Electric Diamond Contractor, you'll receive password access to our Member Zone Extranet and everything you'll need to reach out to local customers:

- High quality downloadable logos, product and installation images
- Broadcast-ready TV spots for summer and winter
- Easy-to-order, free sales literature
- Downloadable technical and business documents
- Company announcements, bulletins and news
- Creative Center designed for the production of customizable ads, posters, banners, yard signs, billboards, direct mail and door hangers

COMPREHENSIVE TRAINING

After becoming a Mitsubishi Electric Diamond Contractor, your company will receive tuition to send one person to receive 2 days of free training each year, which includes an M & P service and installation course. This training is a valuable resource that will bring all of your employees up to speed.

NOMINATION REQUIREMENTS

- Meet state and local compliance and licensing requirements
- Successful completion of M & P 2-day training course since January 1, 2008
- Sign a code of conduct stating that business will be conducted in a professional manner
- Official nomination by a Mitsubishi Electric distributor

Prior to the award of Mitsubishi Electric Diamond Contractor status, at least one contractor representative MUST successfully complete the M & P service and installation course at a Mitsubishi Electric Authorized Training Center.

MITSUBISHI ELECTRIC DIAMOND CONTRACTOR ANNUAL REQUIREMENTS

Contractors must:

- Renew Diamond Contractor membership yearly
- Maintain up-to-date M & P Service Certification (2-day course)
- Renew code of conduct
- Use their best efforts in resolving all customer complaints
- Be diligent and professional in handling all field service-related issues
- Offer Mitsubishi Electric on all opportunities
- Maintain current contact information on the Member Zone Extranet
- Utilize the Mitsubishi Electric Warranty Registration System on every unit sold
- Sell twenty systems annually (system is counted by outdoor unit only)

Mitsubishi Electric Diamond Contractor status is achieved on a branch-by-branch basis. A branch is defined as a brick-and-mortar commercial business possessing a corporate billing address and a business license. Further determination of branch status may require approval from either your distributor or your Mitsubishi Electric business unit.

No preferential pricing will be offered to any Mitsubishi Electric Diamond Contractors. Mitsubishi Electric Cooling & Heating reserves the right to withdraw a contractor's Mitsubishi Electric Diamond Contractor status at any time at our sole discretion including, without limitation, if it is determined that the Mitsubishi Electric Diamond Contractor is not performing in a manner that reflects positively on Mitsubishi Electric Cooling & Heating and our product lines.



**AMERICA'S #1 SELLING
BRAND OF DUCTLESS**

www.mitsubishicomfort.com



**MITSUBISHI
ELECTRIC**

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