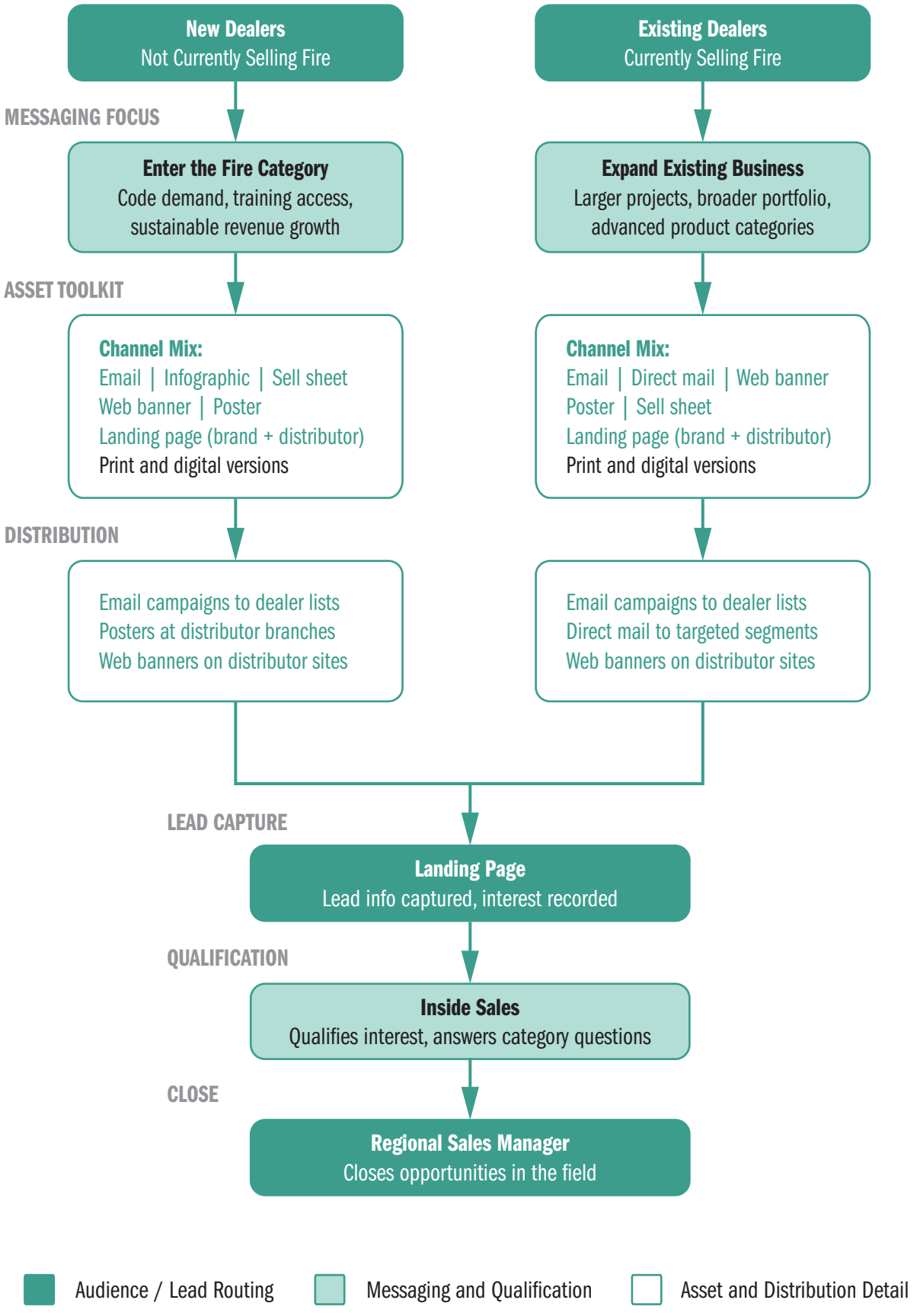
New Dealers
Not Currently Selling Fire
Existing Dealers
Currently Selling Fire
MESSAGING FOCUS
Enter the Fire Category
Code demand, training access, sustainable revenue growth
Expand Existing Business
Larger projects, broader portfolio, advanced product categories
ASSET TOOLKIT
Channel Mix:
Email | Infographic | Sell sheet
Web banner | Poster
Landing page (brand + distributor)
Print and digital versions
Channel Mix:
Email | Direct mail | Web banner
Poster | Sell sheet
Landing page (brand + distributor)
Print and digital versions
DISTRIBUTION
Email campaigns to dealer lists
Posters at distributor branches
Web banners on distributor sites
Email campaigns to dealer lists
Direct mail to targeted segments
Web banners on distributor sites
LEAD CAPTURE
Landing Page
Lead info captured, interest recorded
QUALIFICATION
Inside Sales
Qualifies interest, answers category questions
CLOSE
Regional Sales Manager
Closes opportunities in the field
Audience / Lead Routing
Messaging and Qualification
Asset and Distribution Detail