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The Somfy Expert Program

EXPERT

somfy®

HOME
MOTION BY

somfy®

Somfy Systems is pleased to introduce the Somfy Expert Program... a NEW comprehensive marketing and sales program, which will enable you to provide your customers with expert product and installation advice regarding Radio Technology Somfy® (RTS) motors and controls. By becoming a Somfy Expert you will be provided with free consumer leads as potential customers are directed through Somfy's consumer advertising and website to seek the skilled advice of a Somfy Expert.

Program Components:

Product Training

All participating dealers will be given a training course by Somfy's Field Service Representatives (FSR) which will introduce you to our Radio Technology Somfy® (RTS) motor and control product lines, specifically addressing installation and product operation.



Certification

Upon successful completion of the training course on Radio Technology Somfy® (RTS) motors and controls, and by actively promoting/selling Somfy products you'll receive a Somfy Expert certificate.



Product Literature

As a Somfy Expert, you'll be provided with product brochures that detail the available motorization and control options featuring Radio Technology Somfy® (RTS). These trade brochures and catalogs will serve as a great reference for your sales people.



Point of Sale Display & Showroom Materials

Interactive displays will attract interest from your retail walk-thru traffic. By simply pressing a button on the Telis RTS transmitter, consumers will see first hand the benefits of Radio Technology Somfy® (RTS). Displays will be available as long as you are an active participant in the Somfy Expert program. Complimentary window and vehicle decals will also be given to you to identify that you are an Expert and attract interest from potential customers.



Consumer Literature

A reasonable quantity of Somfy's end user brochures promoting Radio Technology Somfy's motors and controls will be given to you free of charge. These brochures explain the benefits of automated retractable awnings, rolling shutters and solar screens and will help you pre-sell potential customers.



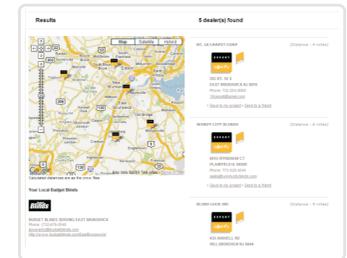
Installation Assistance

Somfy is convinced that automation of retractable awnings, rolling shutters and solar screens with Radio Technology Somfy® (RTS) motors and controls is the standard for end users. Our belief is so strong that our Field Service Representatives (FSR) will assist each Somfy Expert with their first motorized product installation.



Dealer Locator

Once you become a Somfy Expert, your company will be featured as a result on Somfy's dealer locator at no cost when consumers search for motorized window coverings in your area. Additionally, you will have access to a phone number and email address exclusively for Experts, so you will know that your inquiry is always given top priority.



For more information on becoming a Somfy Expert please contact the Exterior Products Marketing Team at 877-43SOMFY or email us at somfyexpert@somfy.com.