

7 KEY COMPONENTS OF THE DIAMOND CONTRACTOR™ PROGRAM



BRAND

You represent two of the strongest brands in the industry, Mitsubishi Electric and Diamond Contractor.™ This brings you

- ▶ Built-in status and name recognition
- ▶ Over 30 years of industry leadership in INVERTER, ductless zoning and heating technologies
- ▶ High quality and performance
- ▶ Most dedicated and experienced network of distributors

You're part of an award-winning industry leader; display the three-diamond logo with confidence and pride.

PRODUCT

As a Diamond Contractor, you offer

- ▶ Built-in quality and reliability
- ▶ More efficient options than any other zoning company
- ▶ Industry-leading INVERTER-driven compressor system
- ▶ Best of ductless and ducted indoor units for true Zoned Comfort Solutions™
- ▶ Innovative solutions to help you rise above your competition

ADVERTISING

As a Diamond Contractor,[™] you benefit from

- ▶ National advertising that builds brand awareness and drives consumer interest and preference
- ▶ Marketing support at distribution level, helping you generate, qualify, and schedule more sales
- ▶ Assistance from Mitsubishi Electric Regional Marketing Managers who are committed to your success
- ▶ Latest traditional and digital media strategies to drive leads to Diamond Contractors

LEADS

Mitsubishi Electric sales leads provide you with tremendous value and bottom-line profits. We bring

- ▶ Over a decade of national consumer TV and digital advertising experience
- ▶ Millions invested on unique campaigns, raising consumer awareness and interest in our products

Mitsubishi Electric is unmatched in generating qualified leads.

SUPPORT

Mitsubishi Electric provides you

- ▶ Broadest network of trained industry professionals
- ▶ Best-in-class distributor partners

Ready to help at every phase

PRE-SALE

National advertising

Marketing support

Lead generation

Training by most experienced ductless zoning experts in industry

POINT OF SALE

Sales Builder Pro—tablet app for in-home selling

Application support

INSTALLATION

Residential System Builder app

Zoned Comfort Solutions™

Product availability at distributors

Technical support specialists

Customer Care Center

POST-INSTALLATION

Diamond Service Group

Customer Care Center

Technical support specialists

Operation and service manuals

Mitsubishi Electric communications—bulletins, product updates, service support

WARRANTY

Sell and install Mitsubishi Electric equipment with confidence

- ▶ Diamond Contractors™ may offer the industry's most aggressive 12-year compressor and parts warranty
- ▶ Callbacks are minimal on properly installed systems
- ▶ Mitsubishi Electric systems operate with lowest industry failure rate
- ▶ Product registration is easy, in field or in office, with app-based and online system registration

RECOGNITION

The Diamond Points program is designed to

- ▶ Motivate
- ▶ Grow your bottom line
- ▶ Reward loyalty
- ▶ Recognize outstanding achievement
- ▶ Personalized treatment as valued member of Diamond Contractor team