

CURRENT CUSTOMER PROMOTIONS & TRAINING

1. Annual Customer Trip Incentive

Tina Hinchman & Fran Murphy

- a. Customers are earning points on all Aireco purchases through September 30th

2. Spring Program

Chris Hudson

- a. Ends June 30th
- b. \$250, \$500 & \$1,000 tiers
- c. Discounted pricing and special offers
- d. Big Green Game Cards awarded for qualifying purchases; no limit
- e. See flyer for additional info.

3. Johnson Controls Cheers to 90 Years

Allison Huber

- a. Every time a contractor purchases a qualifying Johnson Controls or Johnson Controls/PENN brand product, they can enter for a chance to win a 90-hour Caribbean cruise for two or other great prizes
- b. Contractor, along with ticket writer, fill out entry form at time of sale.
- c. April 1st . June 30th

4. Frigidaire Rebate & Financing

Chris Hudson

- a. Two parts: financing and rebates
- b. Frig dealers enrolled in GE Financing (Comfort Plus) may offer special financing to consumers.
- c. All Frig dealers may offer homeowners rebates on qualifying ecoLogic systems
- d. Ends June 30th
- e. Federal tax credits also available on qualifying systems

5. Economic Stimulus Package Exclusively for Frigidaire Dealers

Allison Huber

- a. Contractor receives a \$5/ton rebate when they sell a complete Frigidaire A/C or HP system
- b. Contractor receives a \$25 rebate when they sell an Equiguard 10-Year Labor Policy along with a complete Frigidaire or Gibson system
- c. Contractor will be enrolled in Nordyne® Customer for Life Program when they sell a complete Frigidaire system (one year free)

6. Honeywell ContractorPRO

Allison Huber

- a. Contractors will earn one point per dollar spent on qualifying Honeywell products when they sign up for ContractorPRO
- b. Points can be redeemed for products, Co-op advertising, Honeywell merchandise or luxury items
- c. Once contractors sign up, Aireco can track their Honeywell purchases and provide a report

7. Imperial Tool Bag Promotion

8. CFC Testing

Tina Hinchman

- a. Second Saturday of every month at Savage and Arlington
- b. Second Friday of every month at Richmond

9. Homes for our Troops

Allison Huber

- a. Aireco has teamed up with Homes for our Troops to help give David Battle a new home in Pasadena, MD
- b. Material, equipment, services or tax deductible monetary donations are accepted
- c. Aireco.com has a link to David's page and more information

10. Additional Items:

- a. Nordyne Dealer Programs - *Tina Hinchman*
 - i. CFL
 - ii. Comfort Plus
 - iii. Dealer Extranet
- b. Aireco Website . *Shaun Fried*
- c. Airetime . *Shaun Fried*
- d. Personalized Customer Training . *Tina Hinchman*
- e. New Products / NPAs . *Chris Hudson*