

How to become a
Futronix
Dealer/Integrator



*. . . in **6** easy steps!*

FUTRONIX

Becoming a Futronix Dealer / Integrator

Being a business partner in the expanding worldwide network of Futronix Dealer/Integrators is an exciting way to be part of the leading edge industry of . . .

intelligent lighting control, building automation & energy management

. . . for residential and commercial business!

The attractive benefits of becoming an approved & established Futronix D/I include . . .

- ✓ increase your business income
- ✓ market industry-leading high-tech/high-margin products
- ✓ unrivalled support from a long-established manufacturer
- ✓ future security within an ever-expanding industry!

A Futronix D/I can increase business income and profitability in multiple ways . . .

- ✓ sales of Futronix systems & accessories
- ✓ electrical design service fees
- ✓ programming service fees
- ✓ electrical & cable installation
- ✓ system extensions & upgrades
- ✓ introduction of new products
- ✓ synergy with sales of related systems!

Who Makes a Successful Futronix Dealer/Integrator?

Futronix welcomes applications to become an approved Futronix Dealer/Integrator, particularly from dealers already involved in one or more of the following activities:

- ✓ lighting equipment dealers
- ✓ audio visual consultant/installers
- ✓ security professionals
- ✓ home theatre designers/installers . . .

We look for dealers who will commit resources to marketing the Futronix brand & effectively distributing our products.



6 SIX EASY STEPS . . .

. . . TO BECOMING A FUTRONIX DEALER / INTEGRATOR

- 1** *analyse your company's:
profile / industry synergy / onboard staff for engineering, installation,
programming, & maintenance functions*
- 2** *complete D/I Application process for approval as a Futronix
Dealer/Integrator*
- 3** *purchase demonstration systems / add demonstration aids & fit out
showroom or show area at any time*
- 4** *staff to complete online or CD-based training courses to attain Futronix
approved standards*
- 5** *demonstrate installation capability to accredited Futronix standards*
- 6** *commence marketing & sales!*



6 SIX EASY STEPS . . .

. . . TO BECOMING A FUTRONIX DEALER / INTEGRATOR

step

1

*analyse your company's:
profile / industry synergy / onboard staff for engineering, installation,
programming & maintenance functions*

- i.* Review your current company profile and marketing strategy, and possible synergy with lighting control products
- ii.* Appraise your current staffing levels and skill sets for the required job descriptions in Futronix sales and marketing, engineering, installation and programming, and ongoing maintenance
- iii.* Assess your current showroom space and fit-out.

Is the market for lighting control products a field that you are currently addressing?

If selling your current product(s) will help sell lighting control products - or vice versa - there may well be a valuable synergy. How does this affect your projections?

This analysis should highlight any obvious staffing shortages and skill sets, though increasing the product lines may require additional technical staff.

Note that all these factors will be dependent on your projected target markets and sales levels.



6 SIX EASY STEPS . . .

step

2 complete D/I Application process for approval as a Futronix Dealer/Integrator

In order to become an Approved Futronix D/I you will first be asked to supply preliminary enrolment information; then you will be asked to complete the **'Futronix D/I' application form**, to provide detailed information covering the following areas:

- 1 name / address / contact / position
- 2 company information
- 3 territorial coverage
- 4 service & technical facilities
- 5 references
- 6 additional information

In order for a dealership to be approved the applicant should preferably have a proven sales track record and be able to show that they have the capability to provide sufficient technical support.

Dealerships commence with an initial 6-month evaluation period, following on with a one-year contract, and then an indefinite-till-cancelled contract.

The form is available:

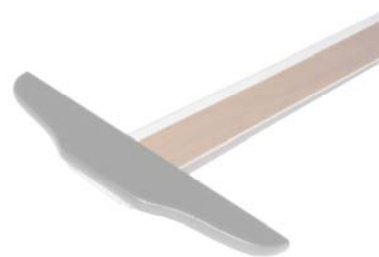
- ✓ online at www.futronix.com/di-form.htm
- ✓ on the Futronix Distributor CD-Rom, or
- ✓ can be e-mailed to you for completion.



6 SIX EASY STEPS . . .

step

3 *purchase demonstration systems / add demonstration aids & fit out showroom or show area at any time*



i. Order one of our 3 standard **Futronix Demonstration Packages**:

Demonstration Package 1 - for D/I's planning to feature Futronix as an **exclusive** product line, with a substantial product selection suitable for light commercial and commercial markets

Demonstration Package 2 - for D/I's planning to feature Futronix as a **main** product line, with a more comprehensive package suitable for residential developments and light commercial markets

Demonstration Package 3 - for D/I's planning to add Futronix as one of many products, with a modest package suitable for residential markets.

We can also supply your selection subject to mutual agreement.

ii. Futronix also provide a comprehensive range of sales and demonstration aids for immediate or future use, including:

Light Walls & Demonstration Cases - both featuring selectively backlit Duratrans images of lighting projects and equipped with in-built dimmers - to demonstrate dimming capabilities in the showroom and on the road.

iii. Should you wish to create a showroom or display area, Futronix can help you plan and design to best display Futronix products

Futronix can supply DVDs with **artwork for logos and signage** as well as design concepts, generally free-of-charge, including:

Print & CD/DVD Materials - including Distributor CD-Rom; Artwork & Photo DVD Sets; Training & Marketing PowerPoints and Video.

Logos/Artwork for Signage & Photos of Typical Showroom Interiors - enable D/I's to fit-out a Futronix store/area within standard Futronix style guidelines

Futronix Posters - an expanding range of eye-catching posters showing Futronix products and projects.

6 SIX EASY STEPS . . .

step

4 staff to complete online or CD-based training courses to attain Futronix approved standards

Futronix believes that business-to-business marketing procedures for mutual success include superior service and support throughout the complete business cycle.

A Futronix D/I must employ fully qualified engineers with a strong background in electrical engineering, who must then complete technical training for Futronix products.

Futronix provides staff training in the form of electronic training courses, comprehensive information and instruction manuals, and marketing and sales materials, including:

- i. **Futronix Training Aids for D/I's** - includes a variety of audio-visual presentations for product familiarisation, marketing aids, and technical training courses covering installation and programming of Futronix dimmers. These are available on CD/DVD disks, or downloadable from www.futronix.us.

Key D/I employees will learn how to:

- analyze a project from lighting plans
- select appropriate equipment for zones/ areas
- prepare quotations and contracts
- liaise with contractors about simplicity of installation and technical details
- complete design and installation work
- program all Futronix dimmer systems
- maintain & service Futronix systems.

- ii. **Futronix D/I Meetings** - periodic gatherings of D/I's and key staff from a region to enable D/I's to share information and ideas.



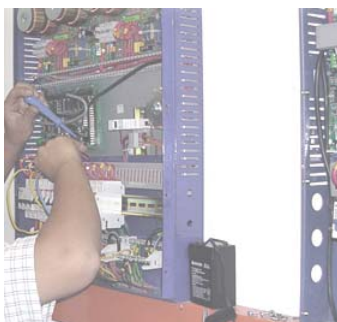
6 SIX EASY STEPS . . .

step

5 *demonstrate installation capability to accredited Futronix standards*

Before selling Futronix products, an approved D/I must:

- i.* Satisfy Futronix that they have the necessary staff, training, skills and support facilities to ensure customer satisfaction at the appropriate market level
- ii.* Once D/I staff have completed Futronix training courses - provided in DVD/PowerPoint and other formats that can be reviewed easily as and when convenient - D/I's and/or key staff will be expected to complete simple questionnaires to verify comprehension of requisite training modules
- iii.* Evaluation is based on comprehension of the elements of:
 - project analysis
 - design and installation work
 - programming capabilities
 - administration
 - customer relations.



6 SIX EASY STEPS . . .

step

6 commence marketing & sales!



Adding Futronix lighting control systems to the list of products you sell makes you look more professional, serious and comprehensive in scope - this translates into more products sold into one project.

Futronix systems also have a synergy with other lighting equipment that may help you sell other related products - such as security and fire alarm systems, A/V and home cinema systems, and mechanical systems including drapes, curtains and sunshades.

- i.* Plan your marketing and sales strategies - if you are targeting primarily retail sales and smaller residential projects, or aiming at the largest lighting projects in your territory, plan advertising and promotions accordingly
- ii.* Futronix continually advertise our dimming systems and promote the brand name with advertisements, articles and advertorials, participation at major industry trade events, and high-profile sponsorship of F3 (Formula 3000) motor racing
- iii.* Local or regional print advertising and trade show participation are often rewarding, and Futronix will consider jointly supporting D/I's in such endeavours
- iv.* For major projects, our well established reputation and international client references provide an excellent introduction to purchasing departments, consultants, and key decision makers as a 'core technology'
- v.* Futronix subscribe to continually updated international databases, and we pass along any leads in your territory to construction projects valued up to one million US Dollars; additionally Futronix constantly receive leads from our worldwide distributor network and other sources which are always passed on to the appropriate regional distributor
- vi.* When you identify major projects in your market, you will approach them with confidence, knowing that with Futronix lighting control systems as your key product, you enhance your ability to propose highly-profitable turnkey solutions for major lighting projects.

**Light up your pathway to success ~ become a
Futronix 'Approved Dealer'!**

Our website www.futronix.com provides complete information on Futronix products and operations.