



WORKING TOGETHER TO
ACCELERATE YOUR BUSINESS

THE DAIKIN 3D DEALER PROGRAM

ANNOUNCING THE
DAIKIN 3D DEALER PROGRAM
WORKING TOGETHER TO ACCELERATE YOUR BUSINESS



DEDICATED. DEVELOPED. DISTINGUISHED.

When you join the Daikin 3D Dealer Program, you become part of a distinguished group of dealers dedicated to delivering the highest level of service to your customers. Through the program, you'll receive best-in-class training to ensure industry-leading installations, and exceed customer expectations. And, once you complete higher levels of training, you'll distinguish yourself as a Daikin 3D Platinum Dealer.

***3D PARTNERSHIP
FOR SUCCESS***

The Daikin 3D Dealer Program brings Dealers, Distributors, and Daikin AC together to build our industry ... and your HVAC business. When you become a Daikin 3D Dealer, you'll have access to the best training program in the industry, to help you sell more of the best products in the world.

***3D PARTICIPATION
IS REWARDING***

As a Daikin 3D Dealer, you'll receive benefits and business-building promotions—advertising materials, billboards, websites—that are not available to other dealers. Plus you'll have access to marketing services support if you need it.

***3D PROGRAM
FUELS GROWTH***

The Daikin 3D Dealer Program has new training, marketing, and online awareness tools to help you find and develop more customers. Whether your business is primarily residential, light commercial – or both – you'll find new ways to promote your company to new customers throughout the year.

DAIKIN 3D DEALERS LEAD THE WAY

Becoming a Daikin 3D Dealer shows your customers you are an industry expert—their go-to person for the right HVAC solution for home or business, backed by your exceptional expertise, service, and customer satisfaction. Participating in the program gives you valuable benefits not available to other dealers including new advertising and awareness tools to drive motivated customers to your business, sales leads, Daikin 3D Reward Dollars, and training through Daikin AC University.

BUILD SKILLS WITH TRAINING

Our corporate commitment to you, as a Daikin 3D Dealer, is to provide continuing education as the foundation for supporting the development of your company and the application of the most advanced HVAC technology in the industry.

We embrace and stand by this commitment through the development of our state-of-the-art training centers, highly trained and experienced instructional staff, and professionally developed curricula.

We recognize that Daikin 3D Dealers will have different training needs based on their team's unique set of skills, knowledge and abilities. Our goal is to support your specific needs by first establishing a solid foundation, then building on that foundation to help your company become experts in Daikin Split Systems, Daikin Altherma Systems, SkyAir Systems, VRF technology, and Daikin solutions and services.

To achieve this goal, we have developed a two tier, points-based training program. Each Daikin AC University training course has a points value based on length and technical difficulty.



DAIKIN 3D DEALER
COMPLETE 80 POINTS



DAIKIN 3D PLATINUM DEALER
COMPLETE 160 POINTS

Our training program is completely flexible. You can design learning paths to develop one or more of your employees. And our proprietary Web Based Training (WBT) courses are used around the world in many languages to teach basic HVAC principles and introduce Daikin products and technology to customers. It's also a great way to earn 25 points toward becoming a Daikin 3D Dealer. Refer to our Course Guide for details on course descriptions and applicable prerequisites.

MOVE YOUR BUSINESS FORWARD WITH THE WORLDWIDE HVAC LEADER!

Call Your Daikin AC Distributor

NEW LEADS TO GROW YOUR BUSINESS

As a Daikin 3D Dealer, you'll be able to drive motivated customers to your business with a new toolbox of advertising and marketing materials. You can choose from an exciting array of radio spots, newspaper and magazine ads, billboards, and postcards – all customizable with your special offer and dealer information.



Plus you'll increase awareness online with a new, 5-page, Daikin AC-branded website that links directly from the Daikin Dealer Locator. Additional services including Search Engine Marketing, phone tracking system for leads, and many other solutions that are available for a minimal fee.

EXCLUSIVE DAIKIN 3D DEALER WELCOME KIT!

Once you're accepted into the Daikin 3D Dealer program, you'll receive all the valuable materials to get you off to a quick start. You'll also receive a Daikin 3D Dealer Program Welcome Kit, with everything you need to brand yourself as the industry expert—a Daikin 3D Dealer!

- Truck Decals
- Daikin 3D Apparel
- Window/Showroom Signage
- And more!

ADVERTISING AND MARKETING SERVICES

As a Daikin 3D Dealer, you will have access to turnkey advertising programs that enable your company to generate awareness, drive leads, and grow business. You'll find fresh, new sales-oriented creative for all the advertising materials dealers say they use most:

- Newspaper Ads
- Magazine Ads
- Direct Mail
- Billboards
- Radio Spots
- Postcards

With two levels of service in the Daikin 3D Dealer Program, you'll be able to build all the advertising materials you want – for free – using the new creative. Or you can call Daikin AC's advertising agency for one-on-one assistance in designing and placing your ads. They'll even prepare a custom marketing plan specifically for your business. Agency-provided marketing services are available at a minimal cost for all Daikin 3D Dealers, and at a discount for 3D Platinum Dealers.

ONLINE AND WEBSITE SERVICES

As a Daikin 3D Dealer, you'll have exclusive access to a 5-page website that automatically links from the Daikin Dealer Locator. Your website will be completely customized with your logo, coordinating colors, and any text that you provide. Your website will be launched within 3 business days after your sign-up date. And your website will include Google Analytics information to help you track and analyze who's coming to your site. Website services will be provided to Daikin 3D Dealers at a minimal cost.

MARKETING ON DEMAND

As a Daikin 3D Dealer, you'll receive password access to our Marketing On Demand Center (Daikin Link), where you'll have everything you need to reach out to local customers:

- High-quality Daikin logos and product images you can easily download
- New radio spots and scripts
- Customizable ads, posters, banners, billboards, direct mail, and door hangers
- Professional Daikin literature and promotional Daikin merchandise
- Trade show materials and services



NEW DEALER LOCATOR

The Daikin Dealer Locator has been completely updated! The new online locator will list and identify Daikin 3D Program Dealers with top priority and product specialties. The locator will link through to your website and provide top-notch, qualified leads from motivated potential customers. You'll also be able to track and monitor leads you receive through the locator.



Receive a **FREE Handbook**
Your comprehensive guide to business success as a Daikin 3D Dealer.



EXCLUSIVE 10 X 7 WARRANTY PROGRAM

Only Daikin 3D Dealers will be able to offer their customers the best warranty program for ductless systems in the business. Customers get a 10-year warranty on compressors and a 7-year warranty on parts. Plus, warranty registration is easy. Just register your sale online and you – and your customer – qualify for the 10 x 7 Warranty.

Product	Standard Warranty	Daikin 3D Dealers
	Compressor/Parts	Compressor/Parts
Quaternity, L-series Single Split, and Multi-Split	7/5	10/7
KE-series Single Split	6/2	7/6
SkyAir systems	7/5	10/7
VRV systems	6/1	7/5
Daikin Altherma	Outdoor unit and Hydrobox	7/5
	Tank	5

An Extended Warranty program is intended to further enhance Daikin AC's robust standard and Daikin 3D Dealer offerings by allowing customers to purchase even more protection. There are options for 5-year and 10-year labor, and also various parts and compressor programs to extend parts to 5 or 10 years, depending on product.

REWARD DOLLARS

As a Daikin 3D Dealer you will earn .25% of all your list price purchases to use as Daikin 3D Reward Dollars on Daikin Link. All you need to do is register your sales online to qualify for the 3D Reward Dollars.

Then use your 3D Reward Dollars for Daikin Link purchases such as merchandise, promotional items, trade show materials, and sales literature.

BECOME A DAIKIN 3D DEALER TODAY BY CALLING YOUR DAIKIN AC DISTRIBUTOR

EXCLUSIVE DAIKIN 3D DEALER PROGRAM PORTAL

In the portal, you'll be able to:

- Link to the warranty portal to register your sales, get the Reward Dollars and have access to the exclusive Daikin 3D Dealer warranty
- See your complete Daikin AC sales history
- Manage your Daikin AC University training program
- Access Daikin 3D Dealer Program marketing tools
- Get Daikin AC news and information



DAIKIN 3D DEALER PROGRAM REQUIREMENTS:

To participate in the Daikin 3D Dealer program, you must agree to:

- Meet the Daikin AC University training requirements for Daikin 3D Dealer or 3D Platinum Dealer levels.
- Commit to conducting your business in a professional manner by signing the Daikin AC Professional Standards.
- Meet all the licensing and compliance requirements required at your local and state levels.
- Demonstrate professionalism in handling all field service related issues.
- Use your best efforts to quickly resolve all customer issues and complaints.
- Offer Daikin AC on all ductless opportunities.
- Keep your business contact information up-to-date in the Daikin 3D Dealer Portal.
- Use the Daikin 3D Dealer Portal Lead Management System.
- Daikin 3D Platinum Dealers also commit to building and maintaining an active and updated website promoting Daikin AC products.

BECOME A DAIKIN 3D DEALER TODAY!
Call Your DAIKIN AC Distributor