

## Hunter Douglas Showcase Priority™



exceptional products.

unparalleled benefits.

extraordinary service.

## Showcase Priority Dealer® Program: An Alliance of Committed Retailers

Showcase Priority Dealers are committed to the Hunter Douglas brand and to creating an unmatched shopping experience for the customer. Hunter Douglas rewards this level of commitment with many benefits and support to help Showcase Priority Dealers grow their business.

### Why Become A Showcase Priority Dealer?

New Showcase Priority Dealers join a successful network of window fashion retailers with unparalleled access to show and sell the exclusive Alustra® Collection as well as other Hunter Douglas products. Showcase Priority Dealers differentiate themselves from 95% of all other dealers in our industry with a unique product and with a program designed to take their business to the next level.

The Alustra Collection is the centerpiece of the Showcase Priority Dealer program. Plus, there are many more compelling reasons to make an investment in the Showcase program:

- ▶ **Elevated visibility to target customers.** You will be listed on the Hunter Douglas Dealer locator as an authorized Alustra Collection dealer with a link to your Hunter Douglas-customized consumer website to highlight your unique services and products.
- ▶ **Qualified sales leads.** Internet leads and customer information will be emailed directly to you.
- ▶ **Powerful incentives and promotions.** Hunter Douglas reward certificates are incentives to advertise and sell proprietary products. Fabricator incentive credits are deposited in your electronic bank account to be used for displays, sampling, ads and more. In addition, Hunter Douglas provides product promotions and materials designed to attract consumers to your business.
- ▶ **Sales opportunities.** Your presentation of the full line of Hunter Douglas products, including the exclusive Alustra Collection, provides unmatched purchase choices. And, Showroom dealers who qualify can enjoy the benefits of the elite Centurion Club.
- ▶ **Strong in-store or at-home merchandising.** You are provided with award-winning Alustra display and sampling materials — as well as the exclusive Showcase display system — and more.
- ▶ **Comprehensive training.** Your efforts are supported with a number of training opportunities for you and your staff with flexible dates and times — **Alliance™ Certified Training, HD Meeting** and **eLearning** (includes free enrollment in the Professional Dealer Program).
- ▶ **Proven business building programs.** Enjoy access to the **iCM®** online business management tool and the **Professional Customer Management Program (PCMP)**, a step-by-step approach to better managing the customer's experience and maximizing results. Customize your advertising using the online tool, **My Brand Builder™**, and tap into the **No Interest Financing** program to help close the sale. All of the information for the programs and services can be found online at the Administration Center.



### Bottom line benefits:

- ▶ ROI – Showcase Priority Dealers can recoup the base program cost by selling 14 Alustra Silhouettes™\*\* (3" with UltraGlide 48x60).
- ▶ Increased sales – the average Showcase Priority Dealer sees average annual growth of 20%.\*\*
- ▶ Alignment with the industry leader, Hunter Douglas, and the abundance of networking support and business building opportunities to help you succeed.



### How Do You Qualify for the Showcase Priority Dealer® Program?

Priority Dealers may be “nominated” by their sponsoring Fabricator for the Showcase Priority program. The dealer’s profile is reviewed for the appropriate industry and business experience, a solid relationship with their Fabricator, a clean payment record, annual sales volume, advertising strategies and respected reputation in the community. Additionally your Fabricator will order a consumer store audit (a.k.a. “mystery shop”) to evaluate a shopper’s experience with your business.

#### Dealer Profile:

Showcase Priority Dealers who are selected by their Fabricator and approved by Hunter Douglas must either meet the requirements of the program at the onset or commit to meeting the requirements within one year. Dealers must have or must adopt:

- ▶ Adequate displays, sampling and sample books
- ▶ 60% of their alternative window covering sales committed to Hunter Douglas products
- ▶ Fabricator sales must meet or exceed \$50,000 (At-Home dealers only)
- ▶ A track record of selling Hunter Douglas proprietary products
- ▶ An advertising program that meets Hunter Douglas guidelines
- ▶ Full participation in Hunter Douglas marketing programs
- ▶ Attendance at sponsored training
- ▶ Provide measuring and installation
- ▶ Agree to handle repair calls from CIC
- ▶ Take Showcase Priority Dealer eBriefings
- ▶ Enroll in Professional Installer<sup>SM</sup> Program (PIP)
- ▶ Pay an annual web services fee to their Fabricator
- ▶ A favorable consumer store audit

In addition, all dealers must meet the following criteria to activate and maintain their Showcase Priority Dealer status:

- ▶ Good payment record with their Fabricator and no past due monies to a previous Fabricator
- ▶ Registration as a Priority Dealer with only one Fabricator
- ▶ A good reputation in their community and no significant unresolved issues with CIC
- ▶ An email address and Internet access (preferably high-speed)
- ▶ Cannot sell Hunter Douglas products on the Internet unless authorized to do so by Hunter Douglas



“Customers **specifically ask** for The Alustra® Collection. They know they can’t buy it at any store, so that **puts us ahead** of other dealers right from the beginning.”

– Heritage Wallpaper & Blinds, Colorado Springs, CO

## Step Up and Be Rewarded

If you aspire to move up to the Gallery Dealer program, we are proud to support your investment with our Alliance Bonus Program. Showcase Priority Dealers® receive a \$1,000 Gallery credit should they become a Gallery Dealer within 18 months of their Showcase installation. And the Alustra® display you have already purchased (showroom dealers only) is the same one required for Gallery Dealers. Nearly 80% of last year's new Gallery Dealers upgraded from the Showcase Priority Dealer program!

In addition, Showcase At-Home Consultants who decide to change their business model to a showroom will receive a 25% discount toward the purchase of the exclusive Showcase display modules valued at \$3,000 or more.



## **Our Alliance Mission**

Develop the strongest national network of successful window fashion dealers that are committed to Hunter Douglas products and committed to providing consumers with a thoroughly satisfying shopping experience.

## **Why is our mission so important?**

Satisfied customers purchase more products and better products, become long-term repeat clients and provide referrals of friends and family. This is the most cost-effective way to increase sales.

Want to learn even more about Hunter Douglas Retail Alliance Programs? To view a brief online presentation, go to [www.hd-alliance.com](http://www.hd-alliance.com) and click on View Presentation.



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**HunterDouglas**

*Programs and requirements subject to change without notice.  
Please contact your Fabricator for the latest updates. V.1  
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