



Pledge for Success

Fall/Winter 2014

We are fully confident that if you complete these ten items, you will accelerate your growth and we will hit the targets you are looking for! As an additional bonus, if you complete all 10 items, we will contribute 1 month of our Silver Marketing package (must purchase at least a silver package in order to qualify for free contribution). Email Kristina (kristina@indowwindows.com) to submit your pledge and claim your prize after completing all your items.

1. Understand the Updates

- Attend or watch recordings for 50% of the sessions
- Encourage your staff to do so as well

2. Update your website

- Get the iFrame on your website
- Ensure Indow is on the main navigation on your website.
 - Banner ads on the home page are a great idea too!
- Update local SEO keywords (now available on the iFrame page)

3. Get a marketing plan together for this fall/winter

- Review our available packages and pick one that works for you
- Make a purchase of our new updated branding print materials
- Work with your Dealer Support Specialist for any needed customization

4. Go through the sales training

- You will be entered in a raffle for a \$200 cash prize!

5. Get certified in MODI 2 before November 30, 2014

6. Schedule at least one personalized sales training call to review

7. Define your sales goal with Indow this quarter

- Great idea to hit your \$15,000 target to get your extra 5% margin

8. Network! Make at least 3 valuable contacts, have a meeting to discuss Indow, and sign up at least 2 affiliates. Suggested contacts are:

- Historical organizations
- Architects
- Real Estate Agents

9. Canvas at every measurement and installation

- Hit a small radius around the home you are servicing
- Put a yard sign in the front of the house

10. Re-engage with your current customer and lead base

- Email all to check in and make sure they have reseated their Indow inserts for the fall.
 - Great time to ask if they would like an additional purchase
- Internally review frame fit kit packet, venting document, and condensation documents

I pledge to success with Indow in 2014 and will complete all 10 items no later than _____ (date).

(signature)