

Tools for Success

Solatube International is dedicated to supporting our Premier Dealer network. Below are just a few of the key programs we have in place to help our dealers succeed.

Marketing

Award Winning Publicity and Advertising

Solatube International invests millions in national advertising and public relations to generate awareness and interest in our products.

Lead Referral Program

Our in-house call center qualifies incoming calls and emails before they are passed onto the Premier Dealer assigned to the territory.

Solatube.com and the Dealer Locator

Our website features an easy-to-use dealer locator that refers customers directly to our Premier Dealers at no cost.

Premier Dealer Website Program

Our turnkey Premier Dealer web sitelet program has corporate managed product content and customization at the dealer level, as well as design, hosting, and training at a reasonable cost.

Marketing Support Center

This site, exclusively for Premier Dealers, has hundreds of free marketing tools, including a public relations tool kit, advertising templates, logo images, ready-to use professional photography and much more.

Proven, Turn-Key Promotional Programs

As we test new ideas at our flagship Premier Dealership, we export what works to the entire network via the Marketing Support Center.

Home Show Booth Program

We've put together a comprehensive product, graphics and hardware package that reflects a professional, consistent and friendly image at a home show or other event.

Marketing Fund Credit Program

We provide credit toward select core marketing materials based upon 1% of your net annual purchases.

Volume Pricing Program

Our pricing program is designed to reward Premier Dealers with higher margins, so they can continue investing in their marketing programs.



Training

FREE Training for Dealers and their Employees

New dealers receive the business tools and training necessary to become proficient in operating a Premier Dealership at our University of Solatube.

FREE Certification Training Program for Certified Installation Consultants (CIC's)

Extensive hands-on installation and customer service training is also provided free of charge to dealers and their installers at The University of Solatube.

Business Support

The Right Start: Fast Track Support Program

Fast Track is an intensive business planning and support program designed to ensure that Premier Dealers get the training and ongoing support needed to succeed during the first six months of business.

Ongoing Account Manager Support

Once the Fast Track Program has been completed, each new Premier Dealer will be provided an Account Manager to continually coach you through the proper business systems and provide support as your dealership grows.

National Premier Dealer Conference

These conferences not only provide corporate sponsored speakers and programs, but give Premier Dealers the opportunity to exchange ideas and best practices.



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