

AMANA® BRAND MARKETING TOOLS QUICK REFERENCE



Customer Reaches Out

TOOL	TOOL DESCRIPTION	SOURCE
Digital Marketing and Website Support	Website, Hosting, Content, Call, Schedule, Chat, Text, Social, Local, SEO, PPC, Mobile	CI Web Group : www.ciwebgroup.com/amana
Advertising Templates	Variety of standard Amana brand lead generation templates for advertising. (i.e. newspaper, billboards, door-hangers...etc.)	PartnerLink/Amana/Marketing Tools/ Promote your Business
Custom Graphics	Signs, Banners, Posters, Custom Graphics, Home Show Solutions, Vehicle Wraps	Digital Blue Print Solutions: https://www.digitalblueprintsolutions.com/AmanaStore
Amana brand promo/ apparel:	Branded Apparel, Bags, Drinkware, Office & Leisure Items.	https://www.amanacompanystore.com
Branded Merchandise	Promotional Products, Apparel, Branded Giveaways	BMP Direct: https://bmpdirect.com
Vehicle Fleet Discounts	Dealer Vehicle Fleet Discounts: General Motors, Nissan	Nissan Fleet: www.nissancommercialvehicles.com GM Fleet: www.gmfleet.com
Amana Dealer Locator	Dealers can include company information on Amanamfg.com/support/find-a-dealer	Talk with your Amana brand distributor for details

Problem Identified

TOOL	TOOL DESCRIPTION	SOURCE
Load Calculation Software	Manual J Calculator, Manuel S Calculator for mobile, tablet or laptop	Wrightsoft: www.wrightsoft.com/amana
Technician Enablement Software	XOi is a jobsite work instruction tool that connects technicians with the equipment they service.	XOi Technologies: https://xoi.io
IAQ Monitoring and Diagnostics	3rd Party indoor air quality diagnostic testing	AirAdvice: www.airadvice.com
Air Balancing and System Performance	Live training workshops, certifications, online resources, and tech support.	NCL: ncilink.com/amana
Technical Training	Skilled trades training platform with digital and VR training simulations to develop OJT skills quickly and efficiently.	Interplay: https://amana.interplaylearning.com

Marketing Plan

TOOL	TOOL DESCRIPTION	SOURCE
Company Branding Strategy	A full-service marketing agency featuring: Quarterly planning, KPI tracking, campaign management, brand creation, digital graphics, content creation, digital engagement, email design, audience management, and campaign creation.	Lemon Seed Marketing: https://www.lemonseedmarketing.com
Marketing Agency	Marketing and Advertising agency for Home Services, specializing in local, channel, and national marketing by utilizing data-driven strategies	Mediagistic: https://www.mediagistic.com/

Compensated for Services

TOOL	TOOL DESCRIPTION	SOURCE
Consumer Financing	Variety of lenders and plans, revolving, installments, leases, commercial and second look available	EGIA Financing Clearing House: https://amana.egia.org
Consumer Financing	Direct lender for energy efficiency and renewable projects, proprietary underwriting guidelines for increased approval rates, soft credit pulls, rebate processing in 7-10 days and a dedicated manager for each dealer.	Goodleap: https://goodleap.com
Consumer Financing	Loans designed for small businesses and small business owners	Live Oak Bank: https://www.liveoakbank.com/
All-in-one Financial Tool	Take payments by credit, debit or check with mobile credit card reader.	Payzer: www.payzer.com/amana
Consumer Leasing	Separate your business by offering a worry free, comfort as a service program to your customers; including installation, maintenance, and repairs for one low monthly payment.	DomiFi / Advantage Alliance: https://www.advantageallianceprogram.com
Sales Software	Sales software, managing equipment and systems data with deep roots in supply-chain delivery	Pricebook: https://www.pricebook.digital/

Appointment Made

TOOL	TOOL DESCRIPTION	SOURCE
Business Enterprise Level Solution	CRM, Invoicing, Dispatching and scheduling software with accounting interface	Service Titan: https://www.servicetitan.com
All in one Customer Support Solution	All-in-one customer support solution built for contractors, by contractors. From intelligent online booking software to live expert support, it functions as an inbound CSR for home service contractors, providing homeowners with easy, personalized 24/7 booking and support experiences.	Schedule Engine: https://www.scheduleengine.com
Field Management Tool	Providing end-to-end business management with payzerware's automated scheduling, dispatching and invoicing tool	Payzer: https://payzer.com

Problem Solution

TOOL	TOOL DESCRIPTION	SOURCE
3rd Party aftermarket service and repair parts	High-quality service and repair parts at discount prices	ProParts: propartshvac.com
IAQ Products	3rd party IAQ Solutions designed to work with Amana brand systems	Clean Comfort: www.cleancomfort.com
Communicating Systems	Proprietary Communication Protocol for Amana brand equipment	Cool Cloud App found in Apple or Google Play app store.
System Configurator	AHRI rated system matches with links to AHRI Certificates	Partnerlink/System Performance Tools/ ARHI Residential Matchup
In-Home Selling Tool	In-Home Selling tool specifically designed for Comfort Advisors	Pro Comfort Advisor: www.procomhvac.com
Standard Homeowner Brochures	Branded and available for all Amana brand products	Order from your Amana brand distributor
Flat Rate Menu Pricing	Built for you, flat rate menus featuring: Service, Maintenance, Warranties, Equipment Sales and Building Science/ IAQ. Every menu has 5 options. By The New Flat Rate.	The New Flat Rate: https://thenewflatrate.com/amana

Customer for Life

TOOL	TOOL DESCRIPTION	SOURCE
Extended Service Agreements	5-and-10-year labor warranties	Asure Warranties: Partnerlink
Hiring and Retaining Your Best	Employee Recruiting and Retention Solutions	Hire Dimensions: www.hiredimensions.com
Technician Development	The HVAC industry is constantly evolving, and it's a solid business practice to keep employees up to date on the continual changes. Ensuring your business is complying with industry regulations, becoming aware of trends, and staying up to date with the latest skills and knowledge help to ensure your company's success.	www.amana-hac.com/resources/hvac-learning-center
Third Part Promotions	Marketing strategies and rewards programs aimed at boosting sales, motivating employees, and collaborating with external partners to drive customer engagement and loyalty	BI Worldwide: https://www.biworldwide.com/

Internals

SOURCE
Warranty - https://warranty.goodmanmfg.com
PTAC - https://www.amana-ptac.com
Parts and Accessories - https://propartshvac.com
Quietflex - www.quietflex.com
HVAC Learning Campus - https://hvaclearningcampus.com

