

## 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 : <a href="https://www.ciwebgroup.com/daikin">https://www.ciwebgroup.com/daikin</a>
Advertising Templates	Variety of standard Daikin lead generation templates for advertising. (i.e. newspaper, billboards, door-hangers...etc.)	PartnerLink/ Marketing Tools/ Promote your Business
Custom Graphics	Signs, Banners, Posters, Custom Graphics, Home Show Solutions, Vehicle Wraps	Digital Blue Print Solutions: <a href="https://daikin.digitalblueprintsolutions.com">https://daikin.digitalblueprintsolutions.com</a>
Branded Merchandise	Promotional Products, Apparel, Branded Giveaways	BMP Direct: <a href="https://daikinpromo.bmpstores.com">https://daikinpromo.bmpstores.com</a>
Vehicle Fleet Discounts	Dealer Vehicle Fleet Discounts: General Motors, Nissan	Nissan Fleet: <a href="http://www.nissancommercialvehicles.com">www.nissancommercialvehicles.com</a> GM Fleet: <a href="http://www.gmfleet.com">www.gmfleet.com</a>
Daikin Dealer Locator	Dealers can include company information on <a href="http://Daikincomfort.com/find-dealer/locator">Daikincomfort.com/find-dealer/locator</a>	Talk with your Daikin 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: <a href="https://wrightsoft.com/daikin">https://wrightsoft.com/daikin</a>
Technician Enablement Software	XOi is a jobsite work instruction tool that connects technicians with the equipment they service.	XOi Technologies: <a href="https://xoi.io">https://xoi.io</a>
Technical Training	Skilled trades training platform with digital and VR training simulations to develop OJT skills quickly and efficiently.	Interplay: <a href="https://daikin.interplaylearning.com">https://daikin.interplaylearning.com</a>

### 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: <a href="https://daikin.egia.org">https://daikin.egia.org</a>
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: <a href="https://goodleap.com/">https://goodleap.com/</a>
All in one Financial Tool	Take payments by credit, debit or check with mobile credit card reader.	Payzer: <a href="https://www.payzer.com/">https://www.payzer.com/</a>
Consumer Financing	Loans designed for small businesses and small business owners	Live Oak Bank: <a href="https://www.liveoakbank.com/">https://www.liveoakbank.com/</a>
Sales Software	Sales software, managing equipment and systems data with deep roots in supply-chain delivery	Pricebook: <a href="https://www.pricebook.digital/">https://www.pricebook.digital/</a>
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: <a href="https://www.advantageallianceprogram.com/">https://www.advantageallianceprogram.com/</a>

### Marketing Plan

TOOL	TOOL DESCRIPTION	SOURCE
Custom Marketing Plan and Advertising	Branding, Rebranding, Detailed Market Analysis, Media Plan, Direct Mail Campaigns, Digital Solutions for Lead Generation.	iMarket Solutions: <a href="https://www.imarketsolutions.com/daikin">https://www.imarketsolutions.com/daikin</a>
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: <a href="https://www.lemonseedmarketing.com/">https://www.lemonseedmarketing.com/</a>
Marketing Agency	Marketing and Advertising agency for Home Services, specializing in local, channel, and national marketing by utilizing data-driven strategies	Mediagistic: <a href="https://www.mediagistic.com/">https://www.mediagistic.com/</a>

### Appointment Made

TOOL	TOOL DESCRIPTION	SOURCE
Business Enterprise Level Solution	CRM, Invoicing, Dispatching and scheduling software with accounting interface	Service Titan: <a href="https://www.servicetitan.com">https://www.servicetitan.com</a>
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: <a href="https://www.scheduleengine.com">https://www.scheduleengine.com</a>

### Problem Solution

TOOL	TOOL DESCRIPTION	SOURCE
System Configurator	AHRI rated system matches with links to AHRI Certificates	Partnerlink/System Performance Tools/ AHRI Residential Matchup
Standard Homeowner Brochures	Branded and available for all Daikin Products	Order from your Daikin 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: <a href="https://thenewflatrate.com/daikin">https://thenewflatrate.com/daikin</a>

### Customer for Life

TOOL	TOOL DESCRIPTION	SOURCE
Extended Service Agreements	12 year labor warranties	Asure Warranties: Partnerlink
Hiring and Retaining Your Best	Employee Recruiting and Retention Solutions	Hire Dimensions: <a href="https://www.hiredimensions.com">https://www.hiredimensions.com</a>
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: <a href="https://www.biworldwide.com/">https://www.biworldwide.com/</a>

### Internals

SOURCE
Warranty - <a href="https://warranty.goodmanmfg.com">https://warranty.goodmanmfg.com</a>
Parts and Accessories - <a href="https://propartshvac.com">https://propartshvac.com</a>
Quietflex - <a href="http://www.quietflex.com">www.quietflex.com</a>
HVAC Learning Campus - <a href="https://hvaclearningcampus.com">https://hvaclearningcampus.com</a>