



2018
CONTRACTOR
PLAN



2018 Daikin VRV Pro Contractor Plan

The 2018 **Daikin VRV Pro Contractor Plan** is designed to provide select HVAC contractors in the design build market segment with comprehensive support to help them maintain and build their business around the VRV products offered by Daikin. Technical training, sales training, business training and marketing tools have been specifically designed to help accelerate growth and profits.

Through a focused training and support plan, a Daikin VRV Pro Contractor will have access to specific product training, vertical market training and local marketing support. The plan is designed to enhance the relationship between the Daikin VRV Pro Contractor and their local VRV distributors or applied sales representatives. The primary focus of the Daikin VRV Pro Contractor Plan is to provide participating contractors with the world-class training and support they need to expand their business opportunities and help them maintain the profitability of their business.

LEAD GENERATION

Daikin is committed to providing the Daikin VRV Pro Contractor with sales leads to help them grow their business. Daikin is teaming up with industry-leading firms and organizations to build relationships with building owners and developers around the country to help accomplish this.

Daikin is always working to increase its brand awareness in the commercial HVAC market and drive demand for Daikin products by participating with these HVAC organizations and appropriate trade shows to continue developing its leadership role in North America. We will help the Daikin VRV Pro Contractor participate in the organizations they feel will help fuel their business growth and provide access to target customers.

TOOLS AND SUPPORT

Daikin is developing resources that can enhance your ability to grow your business.

Blueprints and Case Studies

A blueprint is a one page outline describing innovative applications for VRV. A case study actually follows the job for approximately a year to evaluate operation, energy bill, comfort, etc. Daikin will be working with you to provide both types of resources to help you in your quest to be the best resource to your customers and support projects designed with VRV.

DAIKIN UNIVERSITY

Daikin University is the VRV Pro Contractor's one-stop shop for all your training needs! Daikin University is a robust learning management system. We offer a variety of classroom, online, video and webinar training designed by experts to support our customers. Daikin University is designed for the individual user and provides many benefits, such as: training catalog and calendars, automated registration, certificates of completion, transcripts, Daikin U products, and much more! Go to: www.daikinuniversity.com for 24/7 access to Daikin University. For more information, contact: training@daikincomfort.com.

VRV workshops

We are constantly updating and expanding our training library to benefit our Daikin VRV Pro Contractors. Items will be developed covering positioning, cost of construction, energy analysis, and cost of ownership to give you the tools to better position your company.

FINANCING AND LEASING

Financing and leasing programs are available to help close the sale to your customers. These programs offer the flexibility to help you gain additional market share and increased profits.

REQUIREMENTS

To participate in the Daikin VRV Pro Contractor Plan, you must agree to:

- » Meet the Daikin University training requirements for the Daikin VRV Pro Contractor Plan
- » Commit to conducting your business in a professional manner
- » Meet all the licensing and compliance requirements required at your local and state levels
- » Demonstrate professionalism in handling all field service related issues
- » Use your best efforts to quickly resolve all customer issues and complaints
- » Consider Daikin on all opportunities
- » Commit to a Daikin Sales and Service Champion on staff
- » Develop a business plan centered around utilizing Daikin
- » All design build opportunities must be registered on Daikin City to be eligible for accrual funds
- » Execute the Daikin VRV Pro Contractor Agreement



DAIKIN ACCRUAL PROGRAM

Daikin is committed to product innovation and technology, and with the Daikin brand of HVAC equipment, the Daikin VRV Pro Contractor can offer their customers a full range of high-efficiency commercial air conditioners, heat pumps, as well as a full line of Indoor Air Quality equipment and solutions. Our product offering also includes our Daikin light commercial package unit line and Daikin ductless products.

With the Daikin brand, we believe you'll find the best products, backed by outstanding limited warranties.* 100% of accrued funds are available to Daikin VRV Pro Contractors. No "co-op" matching funds or contractor contributions required. The Daikin VRV Pro Contractor Accrual Program provides the flexibility for you to maximize your business efforts and provide funds for marketing tools, training and trade show attendance/participation. It's all accomplished through an easy and straightforward program. And since it's an accrual fund, and not a "co-op", 100% of the accrued funds are available to help Daikin VRV Pro Contractors with their business efforts and promotional activities. All VRV pro contractors have access to Daikin unitary for commercial jobs through COD or Independent distributors if the locations stock it.

* Complete warranty details available from your local distributor or at www.daikincomfort.com.

DAIKIN VRV PRO PLAN ACCRUAL RATES[†]

PRODUCT DESCRIPTION	ACCRUAL RATE (Calculated from List Price)
VRV Condensers Air Cooled and Water Cooled Three Phase and Single Phase and VRV Fan Coils	1% at List Price
Ductless Products	1.25% at List Price
Daikin Unitary	2.0% at List Price

[†] Standard Accrual Rates. Promotional priced equipment, parts, supplies and accessories and plan spec jobs do not qualify for accruals. Full Daikin VRV Pro accrual terms and conditions are available from your Daikin Sales Representative.

OUTSTANDING BENEFITS FOR DAIKIN VRV PRO CONTRACTORS

- » Annual Contractor locator placement and leads
- » Daikin Contractor locator placement and leads
- » Priority access to distributor and manufacturer support teams
- » Online technical support available
- » Discounts with many Daikin VRV Pro preferred vendors*
- » Technical training opportunities through Daikin and Daikin University
- » ASHRAE, PHCC or ACCA membership reimbursement**
- » GM vehicle discounts
- » VRV Pro company store
- » NATE testing discounts

* Please contact Daikin VRV Pro Preferred Vendors for more details on specific discounts available.

** Up to \$1,000 in ASHRAE or PHCC dues can be claimed annually by Daikin VRV Pro Contractors with available accrual funds.

ACCRUAL PROGRAM GUIDELINES

- » A Daikin VRV Pro Contractor must have signed the Daikin Contractor agreement to become eligible for accrual funds.
- » Daikin VRV Pro Contractors must be registered in the Loyalty Program by their distributor.
- » A Daikin VRV Pro Contractor must purchase a minimum of \$25,000 annually.
- » Accrual will be calculated from purchases beginning January 1, 2018 through December 31, 2018. Funds accrued during the 2018 Daikin VRV Pro Plan may be used until March 31, 2019.
- » We reserve the right to exclude special quoted products and change the program as necessary. Complete Daikin VRV Pro accrual terms and conditions are available from your Daikin Sales Representative.





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SALES, PRODUCT & TECHNICAL TRAINING — A PLAN FOR PROFITABLE GROWTH!

As a Daikin VRV Pro Contractor, you'll enjoy access to high-quality, targeted, and robust training to support your business needs! Through Daikin University, Daikin VRV Pro Contractors enjoy industry leading technical training courses designed to keep their technical workforce at peak performance. Your sales and management teams will also have access to 'Daikin specific' and general HVAC sales and business training classes that can help increase revenue, and can help grow your business profitably.

These courses will have offerings such as financial management courses, service maintenance agreements, sales positioning, tech training, vertical market training, energy evaluation comparisons and much more!

Our continuing commitment to quality products may mean a change in the Daikin VRV Pro Contractor Plan without advance notice.



ABOUT DAIKIN:

Daikin Industries, Ltd. (DIL) is a global Fortune 1000 company which celebrated its 90th anniversary in May 2014. The company is recognized as one of the largest HVAC (Heating, Ventilation, Air Conditioning) manufacturers in the world. DIL is primarily engaged in developing indoor comfort systems and refrigeration products for residential, commercial and industrial applications. Its consistent success is derived, in part, from a focus on innovative, energy-efficient and premium quality indoor climate and comfort management solutions.



Daikin, VRV, and their designs are trademarks owned by Daikin.



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