

Mitsubishi Diamond Dealer Program

Mitsubishi Electric HVAC Advanced Products Division is committed to growing the split-ductless market. The Mitsubishi Diamond Dealer Program is an education-based initiative designed to improve customer satisfaction by giving priority recognition to contractors who successfully complete a series of Mr. Slim® product and business training modules.

The Mitsubishi Diamond Dealer program is designed to enhance contractor competency and effectiveness in sales, application, installation and service of the Mitsubishi Electric Mr. Slim product line.

Obtaining the rank of Mitsubishi Diamond Dealer offers the following benefits to the contractor:

- Leads from consumers wishing to be contacted
- Allotment of free literature upon request
- Priority listing on the Mitsubishi Electric Mr. Slim product website/dealer locator
- Two-year parts warranty for Mr. Slim products**
- Mitsubishi Diamond Dealer Kit designed to equip the Mitsubishi Diamond Dealer with the sales tools needed to close a sale (available from the distributor at a special price)
- Access to marketing assistance for local TV, Radio and print ads
- Mitsubishi Diamond Dealer Identification logos, uniform emblems and truck decals
- Other initiatives designed to assist your business growth

A contractor moves up in priority listing on the dealer locator based upon successful completion of the required training listed on the next page. As a Mitsubishi Diamond Dealer continues education on the Mitsubishi Electric Mr. Slim product line, the priority level increases according to the number of courses completed.

To remain a Mitsubishi Diamond Dealer, the contractor must update training when necessary and actively market and sell Mitsubishi Electric HVAC products.

Two courses are now available that focus more on business practices than product knowledge—*Selling for Success* and *Make a Profit Difference*.

Beginning April 1, 2008, dealers pursuing Mitsubishi Diamond Dealer status must complete the two courses for *Selling for Success* and *Make a Profit Difference* to achieve status.

Existing Mitsubishi Diamond Dealers must complete these two courses by December 31, 2008 or lose their Mitsubishi Diamond Dealer status (but retain their current level or credits).

Mitsubishi Diamond Dealer status is achieved on a branch by branch basis. A branch is defined as a *brick and mortar, commercial business possessing a corporate billing address and a business license*. Further determination of branch status may require approval from either your distributor or your Mitsubishi Electric zone manager. Prior to the award of Mitsubishi Diamond Dealer status, at least one dealer representative **MUST** successfully complete the service and installation course at a Mitsubishi Electric Authorized Training Center.

No preferential pricing will be offered to any Mitsubishi Diamond Dealers. Mitsubishi Electric HVAC reserves the right to withdraw a dealer's Mitsubishi Diamond Dealer status at any time at our sole discretion including, without limitation, if it is determined that the Mitsubishi Diamond Dealer is not performing in a manner that reflects positively on Mitsubishi Electric HVAC and our product lines.

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Mitsubishi Diamond Dealer Training Requirements

To achieve Mitsubishi Diamond Dealer status, the dealer must successfully meet the following product training requirements:

TRAINING	OBJECTIVES	LOCATION
Applications Training		
<i>ACCELERATE! A Race to the Top</i>	(Replaces It's Now!) Identify and discuss the: <ul style="list-style-type: none"> <input type="checkbox"/> Business opportunities Mitsubishi Electric offers. <input type="checkbox"/> Basic features and benefits of the Mr. Slim systems and their associated components. <input type="checkbox"/> Special member programs available when participating in the Mitsubishi Diamond Alliance Program. 	On-site Atlanta Training Center (ATC) Chicago Training Center (CTC) Dallas Training Center (DTC) Irvine Training Center (ITC) Mitsubishi Approved Training Center (MATC)
Sales Training		
<i>Mr. Slim Product Overview</i>	Describe the features, benefits and capabilities of the Mr. Slim M- and P-Series systems. (Replaces Mr. Slim 101 and 201)	http://www.mrslim.com/training/main.asp
<i>Make a Profit Difference *</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Profit advantages of Mr. Slim M- and P-Series systems <input type="checkbox"/> How to increase sales per dollar of labor <input type="checkbox"/> Reducing costs by more efficiently managing labor 	On-site Atlanta Training Center (ATC) Chicago Training Center (CTC) Dallas Training Center (DTC) Irvine Training Center (ITC) Mitsubishi Approved Training Center (MATC)
<i>Selling for Success *</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Setting appointments <input type="checkbox"/> The Stepping Stones of successful selling <input type="checkbox"/> How to sell at a higher profit <input type="checkbox"/> The One-Call Close method <input type="checkbox"/> Overcoming objections 	*You must complete <i>ACCELERATE!</i> and <i>Mr. Slim Product Overview</i> prior to attending these two courses.

TRAINING	OBJECTIVES	LOCATION
Service Training		
<p><i>Mr. Slim Service Course</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Describe the functions, capabilities, characteristics and features of the Mr. Slim M- and P-Series systems and their associated components. <input type="checkbox"/> Discuss the system refrigerant flow and determine appropriate tubing requirements. <input type="checkbox"/> Describe the installation location requirements, wiring requirements and mounting procedures. <input type="checkbox"/> Discuss the function of the internal electrical circuits. <input type="checkbox"/> Troubleshoot the electrical, electronic and refrigerant system components. <input type="checkbox"/> Determine typical operation, pressure and temperature readings, and voltage measurements during a Mr. Slim system check. <input type="checkbox"/> Discuss how to address maintenance and service issues. 	<p>Atlanta Training Center (ATC) Chicago Training Center (CTC) Dallas Training Center (DTC) Irvine Training Center (ITC) Mitsubishi Approved Training Center (MATC)</p>