



2023 NEW MITSUBISHI DIAMOND CONTRACTOR PROGRAM

Program valid January 1, 2023 – December 31, 2023

The purpose of the 2023 Mitsubishi Diamond Contractor Program is to assist the Dealer in developing their overall business. The program offers benefits and tools listed below and outlined in our 2023 Dealer Program Guide to help achieve this goal. We ask that the dealers meet their purchasing requirements.

MITSUBISHI DIAMOND CONTRACTOR BENEFITS

- 12-year product warranty offer for registered M- and P-Series products
- Diamond Contractor level consumer financing offers
- Diamond Contractor level discount for extended labor warranty programs
- Diamond Points Rewards Program: Diamond Contractor level payout
- Diamond Contractor Branding uniform patches,
- Access to Contractor Portal
- Access to Digital Asset Library
- Literature upon request

- **Once you finish your training, you will be added to**
 - www.MitsubishiComfort.com Dealer Locator
 - Get Consumer leads

FERGUSON BENEFITS

- Access to Ferguson Business Discount
- Access to Ferguson.com ordering System
- Access to Technical Training Classes
- Access to Home Show Support
- Sales Builder Pro
- CI Web
- Review Buzz
- Payzerware

DIAMOND CONTRACTOR MARKETING / ADVERTISING CO-OP PROGRAM

- Dealer will accrue 2% of Mitsubishi purchases to use towards pre-approved advertising expenses
- Dealer marketing and advertising will be co-op – 1/3 dealer, 1/3 Mitsubishi, 1/3 Ferguson HVAC
- All marketing must be pre-approved through the Ferguson HVAC Marketing Department
- Dealer must submit paid invoice with proof of advertising to Ferguson HVAC before a credit will be applied to the Dealer's Ferguson HVAC account

DIAMOND CONTRACTOR TECHNICAL, SALES AND BUSINESS DEVELOPMENT TRAINING

- Technical Training available through Mitsubishi Electric and Ferguson HVAC
- eLearning Sales and Business Development Training available through Mitsubishi Electric
- Learning Management System available through Mitsubishi Electric

DIAMOND CONTRACTOR BRANDING

Complimentary Diamond Contractor Branding Kit including logos, truck decals, hats and 4 shirts.

Shirt Sizes:

1. _____ 2. _____ 3. _____ 4. _____

DEALER REQUIREMENTS

- Diamond Contractor
 - Purchase and register a **MINIMUM** 22 ODU's
 - Maintain a **MINIMUM** of 20 pts on the Scorecard

- Diamond Preferred
 - Purchase and register a **MINIMUM** 37 ODU's
 - Maintain a **MINIMUM** of 40 pts on the Scorecard

- Diamond Elite
 - Purchase and register a **MINIMUM** 78 ODU's
 - Maintain a **MINIMUM** of 70 pts on the Scorecard

- Dealer must Commit to required training
 - M&P Series Product Overview – e-learning
 - M&P Series Product Overview and application training – 4 hours with Mitsubishi ASM
 - M&P Series Systems essentials: installation and service – 2-day class

- Dealer cannot be listed on any competitor ductless manufacturer's website

To ensure eligibility, dealer's Ferguson account must remain current and in good credit standing throughout the year. I have read and understood the terms and conditions of this agreement and desire to become a Ferguson HVAC approved Mitsubishi Diamond Contractor. This agreement is effective when signed by all parties listed below:

Company Name	Company Principal Owner (Print)	Territory Manager Name (Print)
Company Address	Company Principal Owner (Sign)	Territory Manager Name (Sign)
City, State, Zip	Date	Sales Manager (Sign)
Account Number	Email Address	Date