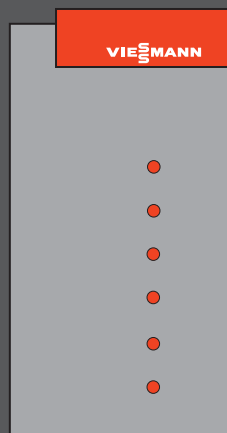
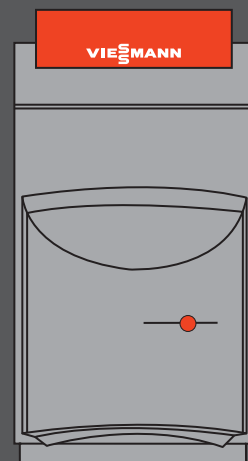
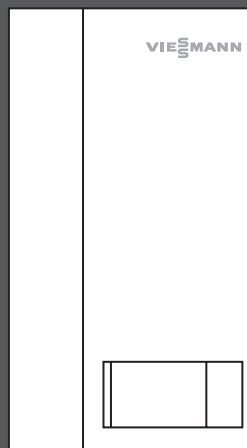
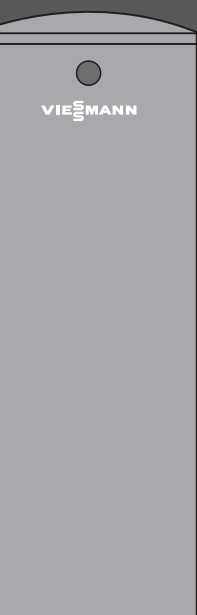




Welcome to the Viessmann Partner Program

Your complete business support program
that rewards you for your success



Congratulations and Welcome!

Introducing the Viessmann Partner Program

The Viessmann Partner Program is the first of its kind – more than just a co-op program, the Partner Program is a complete business support system combined with a sales-based reward program. Think of it like this: we help you succeed, then reward you for your success!

We've designed this unique program to give you a competitive advantage and to grow your business faster than ever. Here's how we will support you:

- **The marketing, advertising and promotional tools we provide have been built with your business needs in mind. All materials are easy to customize so you can tailor them to your message, your image, and your local marketplace.**
- **You work hard and you deserve to be rewarded for your efforts. With this Partner Program you don't have to spend your hard-earned points on merchandise rewards. Every time you reach a sales milestone, we let you pick a merchandise reward for FREE. That way, every Partner Point you earn can go right into promoting your business.**

Why do we do it? Because to us, you are more than just a customer, you're our business partner. Our support does not stop when a product is sold. Rather, we want to help you build your company—today, tomorrow, and down the road.



What is the Viessmann Partner Program?

The Partner Program is a complete business support system combined with a sales-based reward program. There are two parts to the program:

Partner Points

Customized Business Support

Get customized promotional and marketing tools to boost your sales through the roof.



Viessmann
Partner
Program

Reward Points

Performance Rewards

We recognize your sales milestones with great merchandise prizes.



Annual Awards

We congratulate our top-selling Partners in various categories with travel or merchandise packages.



What are the benefits of joining?

- **The Partner Program makes selling easy**
We put professionally-designed, highly-customizable marketing, advertising, promotional, PR and training solutions right at your fingertips.
- **Earning Partner Points is simple**
Start earning points from your first sale. You also get points for attending training seminars and linking to the Viessmann website. Plus, get 100 points when you claim your first sale.
- **We help you succeed, then reward you for your success**
Not only do we help you increase your sales, but every time you reach a sales milestone, you get to choose from a great selection of rewards.
- **We're there every step of the way**
Viessmann gives you free professional advice whenever you need it – saving you time and making it easy to sell more.

Who is eligible to join?

To register for the Viessmann Partner Program you must be a licensed, professional heating contractor who is recognized and certified by local authorities to install oil- and/or gas-fired appliances, and the owner/president of your company.

What does it cost to join?

Nothing – membership in the Partner Program is FREE.

How to Earn Partner Points

How can I earn Partner Points?

Selling Your First Viessmann Boiler

As a special congratulations, we credit your account an extra 100 points for your first eligible boiler sale – on top of the points you earn for the sale itself.



Selling Viessmann Boilers & Tanks

Each eligible sale builds your points balance. Product point values are based on categories: Premium, Comfort Plus, and Comfort Saver – the higher the category, the more points you earn.



Attending Viessmann Academy Seminars

Now get rewarded for attending the same great training seminars you've always enjoyed. Advanced level seminars earn you even more points. Bring your staff along, too!



Linking Your Website to Ours

Earn points by linking your company's business website to the Viessmann website.



How many Partner Points will I receive?

Selling Your First Viessmann Boiler

100 bonus points
on top of the points you earn for the sale itself

Selling Viessmann Boilers & Tanks

See Partner Program Toolkit for detailed information

Boilers

Premium: 65
Comfort Plus: 45
Comfort Saver: 25

Tanks

Premium: 40
Comfort Plus: 20

Attending Viessmann Academy Seminars

Introductory Training

Any 100 level seminar
10 points

Advanced Training

Any 200 or 300 level seminar
20 points

Linking Your Website to Ours

One link, one website per contractor firm
240 points per year

How to Redeem Partner Points

What can I get with my Partner Points?

Your Partner Points allow you to get a wide range of highly individualized and personalized marketing, advertising, and promotional tools.

Most of these items have been designed to allow you to customize them with your company information, helping you spread the word about the high-quality products and services you offer. But don't worry... we've made it easy – even fun – to use these tools to grow your business!

Co-op Advertising

Make your business stand out from the crowd with professionally-designed ads, postcards, and radio scripts. Our templates allow you to easily build unique custom pieces or to add your message to a standard design.

Individual Marketing, Advertising, PR, Training

Got questions? We've got the answers. The most efficient way for us to help you grow your business is by giving you some one-on-one time with the experts on our team.

Point-of-Sale Support

A well-informed customer is more likely to buy. Plus, gain your customer's confidence by showing that you're a Viessmann Partner. Trust can be what closes the sale.

Displays and Showroom Equipment

Dress up your showroom and kick-start your profits. With your product information well organized and at your fingertips you'll have an easier time getting their business.

Promotional Items

Help customers remember your company's name after you leave (or before you even meet). Co-branded merchandise will have customers calling – and calling again.



Business Cards

You present yourself when you present your business card. With co-branded business cards, you show your customer that you're a Viessmann Partner and a trusted professional.

Customized Shirts

You and your team will look great on the job with co-branded shirts. Plus, wherever you go, you're letting the world know you're an experienced Viessmann professional.

Training Travel Expenses

We want you to have the best training in the heating industry, so we offer up to 50% reimbursement on your share of an economy class airline ticket to your closest training facility.

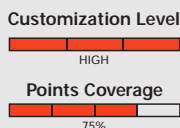
Literature

Viessmann sales literature makes explaining product features and benefits to customers simple. Even better, it's FREE. Order some today!

Partner Points Catalog

For options, cost and ordering information, please refer to your Partner Program Toolkit.

Customization & Points Coverage



The Customization bar tells you how much you can personalize an item. Levels are high, moderate, and standardized (no customization).

The Points Coverage bar tells you the percentage you can cover with Partner Points. Each order form will tell you total cost, points coverage, and the amount you pay.

Co-op Advertising

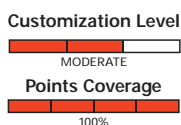
The Benefits of Co-op Advertising

- Increase your brand visibility in the marketplace without having to be an advertising expert.
- Professionally-designed print pieces give your business a professional look and a competitive advantage.
- Save time and money with highly-customizable (yet simple) templates that express your unique message.

Print Advertising

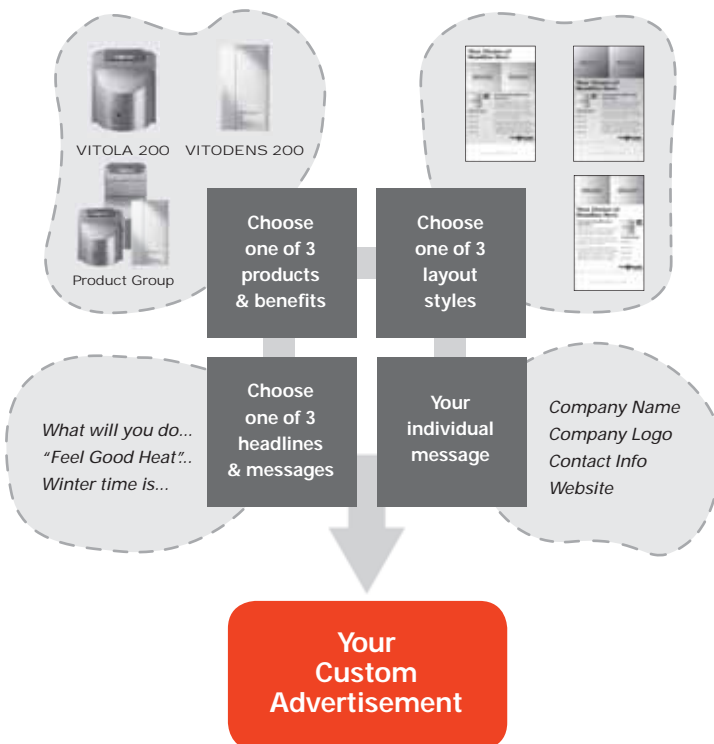
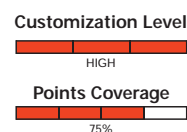
Pre-designed Advertising

The quickest way to select your ads. Choose from three different pre-designed, ready-to-use ad slicks. Available in 1- and 2-column formats.



Mix & Match Advertising

Only available from Viessmann. Customize your 1- or 2-column print ads using our unique, modular system. Custom ads create maximum response rates and qualified leads.



Postcards

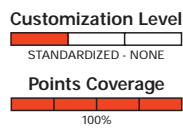
Choose a front side for your postcard, each designed to create awareness and interest with your customers and to earn a maximum response rate. Then choose either a standard or custom back side for your card.

Front Side



Standard Back Side

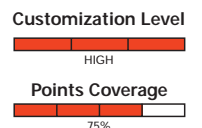
Our standard back side features a selection of Viessmann boilers, key features and benefits, plus space for you to add your information with a label or a stamp.



Custom Back Side

Maximize your local market impact by providing targeted messages to your customers. Plus, enhance your business' image by custom imprinting your postcards with your logo and contact information.

Depending on your audience, you can choose to feature the oil-/gas-fired Vitola 200, the gas-fired Vitodens 200, or a selection of Viessmann products.



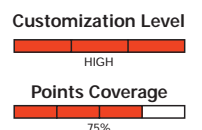
Radio Scripts

Our radio scripts have been designed to speak to your customers' needs whether they are remodeling or building new. They can also be tailored to target the region where you do your business.

Choose from two scripts, each either 30 or 60 seconds long. Find the full text of the scripts on our website or on the radio script order form in your Partner Program Toolkit.

Script 1 – Winter is coming, are you prepared?
 (Suitable for September - December)

Script 2 – High winter heating bills
 (Suitable for December - May)



Partner Points Catalog

For options, cost and ordering information, please refer to your Partner Program Toolkit.

Individual Marketing, Advertising, PR, Training

The Benefits of Individual Services

- You're a heating professional, not a marketing expert...let us save you time for what you do best!
- A professionally-designed business identity creates trust with current and potential customers.
- Get our undivided attention with private training sessions for you and your team.

Marketing Services

Consultation on Partner Program Communications Mix

Don't know where to start? Need some new ideas? Want to tailor your *marketing* to your *market*? We're always here to help you get the most out of your Partner Points based on your goals and needs – and it's FREE.

Customization Level



Advertising Services

Corporate Identity

Need a fresh new look? This re-branding package includes a professionally designed logo, tagline and slogan.

Customization Level



Points Coverage



Website

Put your company on the Web! Get a 5-page website including copywriting, design and programming. 240 point credit with link to www.viessmann-us.com / www.viessmann.ca.

Customization Level



Points Coverage



Business Stationery

Get custom stationery based on your existing logo. Includes the design of business cards, letterhead, invoice, order form and e-mail signature. Printing expenses are eligible for 50% reimbursement.

Customization Level



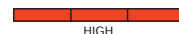
Points Coverage



Public Relations (PR) Services

Viessmann can help you craft a one-page press release for local media exposure, contributing both information and copywriting. Viessmann must be the only manufacturer in the press release, no references to competitors may be included.

Customization Level

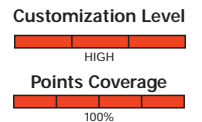


Points Coverage



Individual Technical Training

Viessmann Partners can arrange for individual technical training sessions for themselves and their employees. Training sessions can be adjusted to participants' level of product knowledge, requirements, and goals. The training will be more detailed and hands-on than standard seminars. Minimum 6, maximum 14 participants.



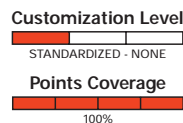
Point-of-Sale (POS) Support and Signage

The Benefits of POS Support and Signage

- A well-dressed showroom shows your customers that you're a heating professional they can trust.
- Viessmann POS materials highlight key product features and benefits and make them easy to understand.
- When customers are comfortable with the purchase experience, they'll be comfortable with the purchase.

Standardized POS Materials

"Viessmann" items feature the Viessmann logo.



Counter Mat (laminated Product Reference Guide)

Literature Carrying Bag

"Viessmann" Window Decal, Exterior

"Viessmann" Window Decal, Interior

Product Posters

"Viessmann" Showroom Decal

"Viessmann" Van Decal (white)

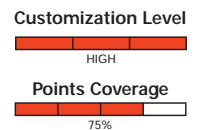
"Viessmann" Van Decal (orange)

"Viessmann" Truck Magnet

"Viessmann" Window Static Sticker

Custom POS Materials

Make these sales tools your own with custom imprinted contact information and messaging.



Jobsite Banners

33" x 47", rigid PVC foil

Custom logo, company information, sales message

Customized Truck Magnets

12" x 18" truck magnet

Custom logo, company information, sales message

"Installed by" Stickers

2" x 3.5" color stickers

Custom logo, company information, sales message

Partner Points Catalog

For options, cost and ordering information, please refer to your Partner Program Toolkit.

Displays and Showroom Equipment

The Benefits of Displays and Showroom Equipment

- Have your product literature available where you need it, when you need it.
- A great-looking showroom attracts a higher-end client, helping you sell higher-end products.
- When customers feel comfortable in your space, they'll stay around longer.

Literature Rack

Wall-mounted or free-standing, 19.5" x 42"

Plexiglas Frame

12.5" x 16.5" (for cutaway posters)

Aluminum Frame

24.5" x 34" (for product posters)

Customization Level



Points Coverage



Promotional Items

The Benefits of Promotional Items

- Advertising with promotional products is easy, cost-effective, and always appreciated by the customer.
- Promotional items are a simple way to introduce your company to a wide variety of people.
- Leave-behind merchandise reminds your customer of your products and services over and over again.

Standardized Promotional Items

Customization Level



Points Coverage



Calculator



Water Level



Compass



Notepad



Pen



Beer Mug



Custom Promotional Items

Coffee Mug



Ice Scraper



Ballpoint Pen



Water Bottle



Keylight



Post-it Note Pad

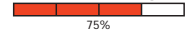


Customization Level



HIGH

Points Coverage



75%

Actual product may not look exactly as shown.

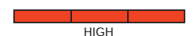
Business Cards

The Benefits of Business Cards

- **What's in a name? Everything.** Present your business card as if your reputation depends on it (it does)!
- **When customers see your name next to the Viessmann brand, they know you're a professional they can rely on.**
- **Get your business card on a magnet and customers will always have your number close at hand.**

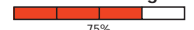
Available as standard paper cards
or magnets (front only)

Customization Level



HIGH

Points Coverage



75%

Front A



Back A



Front B



Back B



Partner Points Catalog

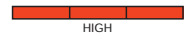
Co-Branded Shirts

The Benefits of Co-Branded Shirts

- Increase name recognition by making your team members walking advertisements.
- Show the world that you're a Viessmann Partner, someone they can count on.
- Present a professional business image with your team in "uniform."

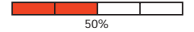
Features the Viessmann logo in orange and your logo in one color you specify. See order form for available colors.

Customization Level



HIGH

Points Coverage



50%

Golf Shirt



Short Sleeve T-Shirt



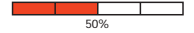
Long Sleeve T-Shirt



Training Travel Expenses

Viessmann places a lot of importance on providing you with the best education and training in the hydronic heating industry. To help cover the cost of attending training seminars, Viessmann offers up to 50% reimbursement on your share of an economy class round trip airline ticket to your closest training facility.

Points Coverage



50%

Sales Literature

Sales literature is the backbone of every marketing effort. A comprehensive assortment of Viessmann product and homeowner literature is available to help make your sales job easier, and it's all **FREE!**

Customization Level



STANDARDIZED - NONE

How to Earn Reward Points

What are Reward Points?

Reward Points are unique to the Viessmann Partner Program.

Every time you sell a boiler or tank, you earn Reward Points *in addition to your Partner Points*. Reward Points are redeemed for merchandise prizes, freeing up your Partner Points for business-building marketing activities.

Now you don't have to decide between advertising for your company and getting that new jacket you had your eye on – you can have both!

Plus, every Reward Point you earn puts you closer to winning one of the Annual Awards for our top-selling Partners.



Sales Success!



Partner Points

- Co-op Advertising
- Individual Support
- POS Support
- Showroom Display
- Promotional Items
- Business Cards
- Custom Shirts
- Training Travel Expenses
- Sales Literature

Reward Points

**Jackets
Hats
Bags
...and more!**



How many Reward Points will I receive?

You earn Reward Points for selling boilers and tanks. The breakdown is the same as with Partner Points.

However, you do not get Reward Points for training or linking your website, only for sales.

Boilers

Premium: 65
Comfort Plus: 45
Comfort Saver: 25

Tanks

Premium: 40
Comfort Plus: 20



How to Redeem Reward Points

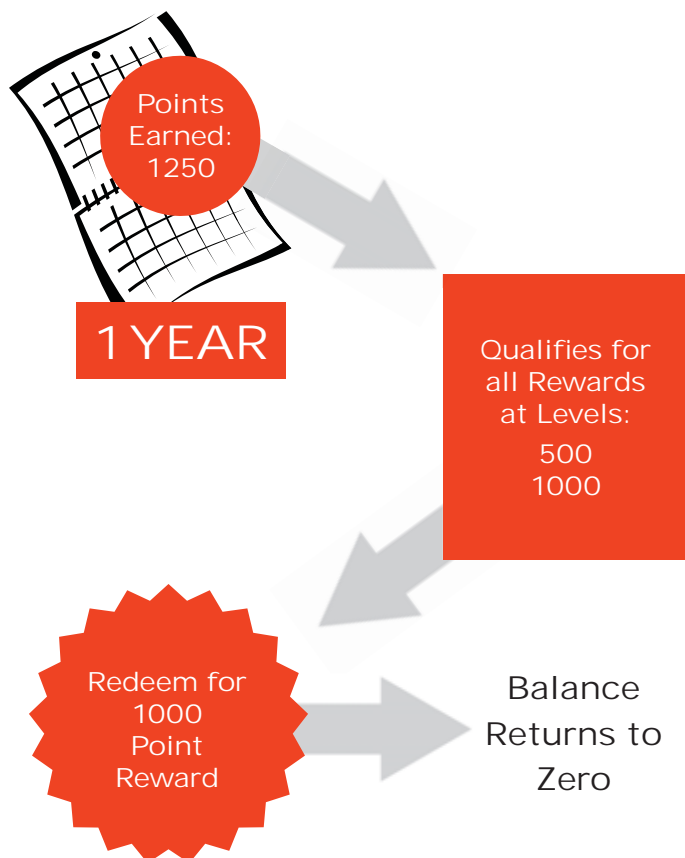
How does Reward redemption work?

Reward Points accumulate over a one-year period. At the close of the year, you may redeem your points for great merchandise prizes.

Once you reach a milestone level you qualify for all merchandise at that level or lower. Once you've chosen your reward, your points balance goes back to zero.

Reward milestones: 500, 1000, and 2000 points.

Example:



What can I get with my Reward Points?

Among the exciting rewards you can redeem with your Rewards Points are shirts, jackets, hats, bags, fleeces and more. All items feature the Viessmann logo.

For a complete list of all the great rewards available, refer to the Viessmann Partner Program Rewards Catalog.

Viessmann Annual Awards

What are the Viessmann Annual Awards?

The Viessmann Annual Awards recognize outstanding achievements of our Partner firms—large and small, new and established.

Every year, Viessmann will present Viessmann Annual Awards in the following categories:

- **Fastest Growing Partner**
- **Best New Partner**
- **Best Partner Overall**

There will be three awards presented in each category:

- **Firms with 1 to 3 employees**
- **Firms with 4 to 6 employees**
- **Firms with 7 or more employees**

How do I win an Annual Award?

Points eligible for Awards are Rewards Points (points earned by selling boilers and tanks only)

- The timeframe for accumulating points toward an award is one calendar year
- Winning Viessmann Partners will be notified in January
- Awards will be presented in February

What will I get if I'm a winner?

Award winners will receive a prize package including:

- **A trip to Germany to see a Viessmann manufacturing plant in action**
- **A special regional event**
- **Sightseeing opportunities**
- **Trophy and Certificate recognizing their accomplishments**



For more information about any of the topics in this brochure, please call **1-800-387-7373** or visit www.viessmann-us.com / www.viessmann.ca.

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5285 889 11/05

VIESSMANN
more than heat