



HVAC Business Growth. *Simplified.*

Note: This is an **internal** document for Carrier Enterprise staff only. Not for external distribution

The Campaign Goal

Create awareness and new customer signups for OnCall Air during the Summer Months.

About OnCall Air

OnCall Air is a modern sales & proposal system that helps dealers (a) grow their sales, (b) increase order value, and (c) improve sales efficiency.

In the first few months of 2017, CE dealers in multiple regions have used the system to create over a thousand proposals and closed over \$3 million in business.

Dealer Eligibility

The enrollment process is intended to make sure that the dealer will be a good fit for the program. Please see the FAQ at www.oncallair.com/faq for a more detailed explanation of the eligibility criteria.

Tracking Results & Payment

A monthly recap will be published with your signups, and the status of onboarding and rewards. Incentive rewards will be paid via payroll in the month following the dealer meeting their incentive criteria.

SUMMER SIGN UP INCENTIVE!

Receive a one-time \$250 cash reward for *each* qualifying dealer you refer to OnCall Air.

Example: 10 Referred Dealers = \$2,500!!!

Incentive Criteria

A dealer qualifies for the incentive criteria when they graduate from their onboarding trial, and subsequently complete their **5th successfully accepted proposal** using the OnCall Air software.

Campaign Dates

The incentive is available for dealers that sign up and submit their onboarding fee **between May 1st and September 1st 2017.**

* 5th transaction must be completed by Oct 1st.

Promotional Materials

Once you register for the Summer Incentive, you'll receive an email with information that you can use to share with your dealers.

To Get Started with the Incentive

1

Review the demos and product information at www.oncallair.com

2

Complete your program registration at:
oncallair.com/summer17

Password: "summer"

3

You'll then receive your promotion information and will be eligible for the incentive!



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FREQUENTLY ASKED QUESTIONS

How will the incentive payments be processed?

Once a CE associate becomes eligible for the sales incentive, the payment will be submitted for direct deposit in the following month. For example, if a dealer completes their 5th accepted proposal on August 4th, the direct deposit will be available during a payment cycle in September.

How and when does a dealer graduate from their onboarding trial?

A dealer “graduates” from their onboarding as soon as their initial onboarding is done and their first 2 week trial period is complete. This typically occurs about a month from their signup date.

How will sales activity be reported for participating dealers?

A bi-weekly report will be provided to registered CE associates who have referred dealers during the promotion period. It will indicate the status of the dealer and include relevant dates.

Can I schedule a demo for one of my dealers?

Yes, visit oncallair.com and click on the demo link at the top. This includes demo videos, and also has a link to schedule a 1:1 demo with the OnCall Air team.

How do I register to participate in the incentive program?

Easy! Submit your registration link at www.oncallair.com/summer17 (password: summer)

I have more questions. Who can help?

Please reach out to bvides@oncallair.com with any additional questions.

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