

JOIN THE JACKSONS APPROVED INSTALLER PROGRAMME

DISCOVER THE BENEFITS AND REWARDS

**Jacksons
Fencing** 
APPROVED INSTALLER



✓ Why we introduced it

With more customers than ever investing in quality Jacksons products across the country, it was only natural that the demand for a quality installation service to match would grow; this increased demand and our determination to provide customers with the best package available was the driving force behind the introduction of the Jacksons Approved Installer Programme.

It brings together the UK's best, most reputable and financially stable fencing installers and hard landscaping specialist with Jacksons Fencing, the UK's longest established and best known premium garden fencing, gates, decking and structures manufacturer.

The Jacksons Approved Installer Programme has been designed to ensure that everyone involved will benefit and reap the rewards:

✓ Customer benefits

The programme's rigorous vetting and quality procedures mean the customer can avoid the costly mistake of employing a rogue contractor and be assured that their Jacksons product will be installed with care by someone familiar with the Jacksons range and to Jacksons high standards.

✓ Approved Installer benefits

The Approved Installer benefits from the ongoing support of an established and trusted national brand with a heritage that stretches back over 75 years; offering proven, premium quality timber garden products backed by a 25-year guarantee, plus:

- A wide and popular product range from traditional to contemporary with proven sales appeal
- Qualified, in-territory sales leads
- Regular contact with Jacksons Approved Installer Programme Manager
- Approved Installer account terms and discounts on an individual basis
- Online ordering and customer quotation facility
- Ability to specify deliveries to trading premises or direct to site at no extra charge
- Promotion of the Approved Installer Programme and members on Jacksons website which receives an average of 115,772 visitors each month
- Orderly marketing and defined Approved Installer territory
- Customer leads directed to appropriate local Approved Installer
- To be provided on successful completion of 3-months or 6 projects using Jacksons products as a Jacksons Approved Installer
- A full package of Approved Installer branded marketing materials including:
 - Right to use the Approved Installer logo
 - 50 x Copies of the Customer Charter (what to expect from a Jacksons Approved Installer)
 - 50x on-fence joint branded signs
 - 1 x Joint branded site sign per installation team
 - 2 x contract completion pads
 - 3 x A3 size magnetic Approved Installer branded van decals
 - 50 x post completion Customer Satisfaction Questionnaire & Jakcure 25-Year Guarantee Registration forms (with instructions for online completion and registration)
 - 150 x 'in the area' joint branded drop leaflets

- Eligibility to exclusive Approved Installer offers
- Advanced notification on introduction of new products
- Training at Jacksons or assistance over the phone and by email on installation of products where required
- Ability to market and install Jacksons timber products as an Approved Installer within your territory
- Participation in the Jacksons Master Approved Installer Award Scheme with monthly incentives and an annual prize

Support

As a Jacksons Approved Installer, you can be sure of the support and backing of the Approved Installer Programme Manager and the entire Jacksons organisation. Our job is to ensure you get the right products at the right time, leaving you free to keep delivering the quality installations that result in a growing number of happy customers.



Territory

On joining the Jacksons Approved Installer Programme, we will agree with you the extent of your territory. The territory will be formalised in your Agreement with us and defines the area in which you may operate and promote your business as Jacksons Approved Installer.

Any consumer requests for an installation at a residential property received by Jacksons will be referred to the Approved Installer serving the customers location. Should the Approved Installer not be able to meet with the customers requirement for any reason or be unable to contact customer within two working days, the Approved Installer will contact the Programme Manager at Jacksons so that the customer may be offered an alternative.

Jacksons Master Approved Installer Award Scheme

Jacksons will launch the Master Approved Installer Award Scheme in October 2017 to recognise and reward exceptional performance, initiative and consistently high levels of customer service.

- The award achievement period will cover 12 months from October to September each year.
- An annual Master Approved Installer Award will be made in each of two categories which will be defined when you join the Approved Installer programme:
 - **Fencing Specialist Category:** Approved Installers whose primary business activity is in the supply and installation of residential fencing and gates
 - **Non-specialist Category:** Approved Installers where the supply and installation of fencing, gates, decking and garden structures is part of their overall service e.g. hard landscapers, garden designers etc.

Annual Award and Monthly rewards

The top performing Approved Installer in each category, based on total points accrued, will receive the Master Approved Installer Annual Award with a prize of £3,000.00 credited to the winner's account which must be spent during the following award period e.g. between October 2018 and September 2019 for winners of the 2017/18 awards.

In addition, a monthly prize will also be awarded for the best performance by an Approved Installer to share with your team.

The scheme will be open to all Approved Installers with points awarded accordingly:

10 Points

Awarded for each successful conversion of an installation only lead from Jacksons

20 Points

Awarded for each successful conversion of a sales and installation only lead from Jacksons

30 points

For each sale created by Approved Installer

100 Points

For Customer Service Excellence score (from post-completion Customer Satisfaction Questionnaire & Jakcure 25-year Guarantee Registration)

Up to 50 bonus points

Awarded by the Jacksons Approved Installer Programme Manager per month based on adherence to Quality practices and 'best' installation (photo and description required)

Our expectations from you

- A good local reputation
- Good product knowledge
- Installation expertise
- Deal with all customers in a professional and ethical manner, maintaining the highest levels of customer service and after sales care at all times
- Maintain all necessary work skills and knowledge, accepting responsibility for the actions of employees, subcontractors and other appointed representatives
- Maintain all necessary registrations, licences and insurance
- Leave the work site clean and tidy throughout the duration of the contract
- Deal with any snagging, concerns or complaints quickly and efficiently



- Deliver installations consistently to a high standard and back them with an Approved Installer 12 month guarantee
- A minimum 80% enquiry to order conversion ratio from installation only leads provided by Jacksons
- A minimum 70% enquiry to order conversion ratio from sales and installation leads provided by Jacksons
- Evidence of ability to successfully introduce new customers to Jacksons quality
- Consistently high scores from completed Customer Satisfaction Questionnaire & Jakcure 25-Year Guarantee Registration forms
- A dedicated landing page with Approved Installer branding on your website and a backlink to the Jacksons website



Quarterly review

To maintain standards, identify areas of concern and provide a forum for feedback and the exchange of ideas, a quarterly review will be carried out by the Approved Installer Programme Manager (by personal visit where practical).

Specific points to be covered in the quarterly review include:

- Customer comments from post-completion Customer Satisfaction Questionnaire & Jakcure 25-year Guarantee Registration
- Satisfactory return of Contract Completion forms
- Customer complaints and actions taken
- Guarantee claims
- The quality of service from Jacksons
- Quarterly sales achievement (Lead conversion and customers brought to Jacksons)
- Communication and feedback with Approved Installer Programme Manager





Your Approved Installer Programme Team

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