

### **An introduction into becoming an Approved Installer with Jacksons Fencing**

The Jacksons Approved Installer Programme brings together the best and most successful fencing and landscape gardening contractors across the UK and allows them the opportunity to sell and install Jacksons Fencing products at a discounted rate compared to the RRP.

The programme's key objectives are to ensure every Jacksons customer is met with the highest levels of expertise, product quality and most importantly: customer care. Becoming an Approved Installer means being part of a nationally recognised brand which your clientele will know and trust with a 70 year heritage that backs its timber products with an industry leading 25 year guarantee.

### **Approved Installer Programme Benefits**

#### ***As an Approved Installer what benefits do you receive?***

- Individual Approved Installer discount terms;
- Credit terms if applicable subject to terms and conditions;
- Ability to specify whether deliveries are to be made to trading premises or direct to the site address;
- No ongoing costs or fees involved in becoming an approved installer - if you have met our criteria, you are then ready to work with the Jacksons brand.
- Online promotion of your company on the Jacksons Fencing social media channels and website to help attract traffic. Promotions include, online blog articles written about your work, sharing images of completed projects with direct credit to you and email newsletters to our database. Furthermore, we will promote your company via an 'Approved Installer Profile' page which will host all of your company details and key contact information.
- We also link out to our Installers websites, to help bolster the SEO visibility of your website
- Upon Jacksons receiving sales leads from prospective customers these will be directed to an applicable local Approved Installer. Historically, we have found a high number of these convert to orders as they are already contacting Jacksons with purchase intent though please note: whilst this is a benefit our lead generation can vary greatly from year to year.

### **Marketing Materials Supplied by Jacksons Fencing:**

In order for our Approved Installers to not only meet but surpass the high standards we have set at Jacksons Fencing, we have developed a suite of marketing support materials which have been designed with our customers in mind. Each document reinforces the idea to the customer that you, the Approved Installer are a professional outfit capable of delivering a first class project.

#### ***As an installer you will receive:***

- Copies of Customer Charter provided which details what to expect from a Jacksons Approved Installer;
- Metal branded plaques with joint contact details;
- A-board site (additional quantities available to purchase at net cost);
- Contract Completion Pads (additional quantities available FOC on request);

- Approved Installer Vinyl van signs (additional quantities can be purchased at net cost);
- Post completion Customer Satisfaction Questionnaires and Jakcure® 25 Year;
- 'In your area' joint branded drop leaflets \*(additional quantities available to purchase at net cost);
- Eligibility to exclusive Approved Installer offers such as discounts from known brands within the industry for tools like CAT Scanners for example.;

#### **Additional Benefits of our Approved Installer Programme:**

- Personalised pricelist, online ordering account, right to use the Jacksons Approved Installer logo and branding style in accordance with our brand guidelines
- Advanced notification on introduction of new products such as our Urban & Tudor panels;
- Sales and installation training where required at Jacksons FOC (travel expenses to be met by Approved Installer);
- The support and backing from Jacksons Fencing as an organisation. You can be sure we will do everything we can to get you the right products at the right time, leaving you free to apply your expertise and highest levels of customer care.
- Annual Approved Installer Conference hosted by Jacksons Fencing with free product training, sales training, installation guidance, technical input and Marketing input.

#### **Approved Installer Recognition & Rewards:**

The scheme recognises and rewards every installer enrolled into the programme for their performance, initiative and the ability to deliver the highest standards of customer service. The rewards are held on an annual and monthly basis.

#### ***Rewards Include:***

- Yearly prize fund for winner is £3000 account credit
- Monthly prize dinner including team members

The rewards are determined using a variety of criteria to assess each individual company's performance which we have listed below:

- Customer service
- Quality of installations
- Company growth
- Feedback (reviews)
- Collaboration with Jacksons Marketing department
- Range of products utilised across the year/month
- Communication with Programme Managers
- Questionnaire and Jakcure® 25 Year Guarantee Registration);

## **To Qualify for the Benefits**

The Approved Installer warrants to carry out the installation of Jacksons Fencing products and materials with care, skill and attention to detail in compliance with Jacksons Fencing specifications where given, and otherwise to accepted industry best practice.

As an Approved Installer your company should provide the customer with a level of service as could be expected of any qualified and experienced fencing, gate and garden landscaping expert. Once enrolled in the Jacksons Approved Installer Programme by our Approved Installer Programme Managers and subject to compliance with the requirements of this Agreement, the Approved Installer shall be entitled to promote itself as a 'Jacksons Approved Installer'.

## **Our Beliefs of you as an Approved Installer**

Throughout the term of this Agreement, the Approved Installer shall:

- Only offer Jacksons products to customers referred by Jacksons;
- Promote and employ Jacksons products, materials and the Jacksons 'Jakcure® 25-Year Guarantee' to non-Jacksons referred Customers whenever appropriate;
- Make contact with the customer within **two working** days of receipt of a referred enquiry to arrange an appointment and attend the site within a suitable timeframe as agreed with the customer;
- Following the site visit, provide the customer with a written quotation within the following two working days;
- Offer and underwrite the '12 month Approved Installer Workmanship Guarantee' covering workmanship and reasonable care;
- Notify Jacksons if for any reason it cannot meet a customer's requirements, so that if appropriate, the project may be assigned to an alternative Approved Installer able to complete the project within a period acceptable to the customer;
- Comply with the requirements, obligations and rules of the Approved Installer; Programme Agreement, and all applicable laws;
- Install all Jacksons products in compliance with Jacksons' specifications employing appropriate materials fixings, fixing methods and installation techniques;