

DAIKIN DESIGN PRO DUCTLESS

2025 Daikin *Ductless Design Pro* Contractor Program

Set Yourself Apart from the Competition

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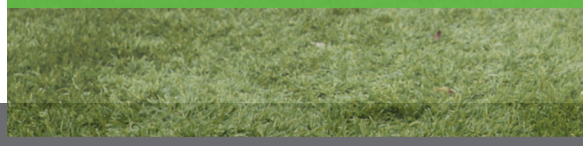
2025 Daikin *Ductless Design Pro* Contractor Program



The 2025 Daikin *Ductless Design Pro* Contractor Program is designed to provide residential Daikin Ductless contractors with a powerful suite of marketing and business tools to drive sales growth and profits, setting Daikin *Ductless Design Pro* contractors apart from the competition.

Through our outstanding accrual program, the Daikin *Ductless Design Pro* contractor will have the opportunity to earn generous accruals on Daikin ductless and *SkyAir* equipment. The 2025 Daikin *Ductless Design Pro* contractor program is flexible and easy to use, bringing together distributors and their contractors with our best products and services. All of this is backed up with a high level of support, which you expect to receive from a manufacturer and distributor.

Flexible and Easy to Use



Daikin *Ductless Design Pro* contractors will have access to competitive and innovative Consumer Financing programs that allow our contractors the potential to close more jobs enjoy higher average tickets, and increased gross margin dollars on those jobs.

LEAD GENERATION

Daikin is committed to providing the Daikin *Ductless Design Pro* contractor with industry leading web-based lead generation programs designed to "make the phones ring" via our Daikin P.R.O. partners. Daikin has teamed with cutting-edge technology companies to provide the Daikin *Ductless Design Pro* contractor with search engine marketed lead results that can dramatically increase lead traffic for our dealers in their local geographies.

ADVERTISING

To help increase sales and profits, Daikin *Ductless Design Pro* contractors will have access to professional advertising tools that highlight the contractors' professionalism. Choose from a full assortment of print campaigns and SEO & SEM internet options. Contractors can utilize these choices of advertising mediums as well as their choice of ad agencies to help retain and grow their existing customer base.

SALES AND MARKETING

Daikin offers outstanding contractor website solutions to assist homeowners in the HVAC replacement decision-making process. We have also created online tools that will assist in providing lead generation materials and information, at your fingertips. In addition, consumer product literature will help you present a professional image during the sales process. Advanced SEO & SEM internet tools can help generate new qualified sales leads and get new customers through your company's website.

CONSUMER FINANCING

Consumer financing can be one of your most effective tools when closing the sale in the home. Closing sales with Consumer Financing takes your customer off the market, and helps you gain additional market share, increased profits through up selling, and a quicker close at the kitchen table.

TRAINING

Learn the latest information in the HVAC industry with our state-of-the-art training for HVAC Distributors and Dealers. You can pick your training course path. www.hvaclearningcampus.com





2025 Daikin *Ductless Design Pro* Contractor Program

DAIKIN *DUCTLESS DESIGN PRO* CONTRACTOR ACCRUAL PROGRAM

The Daikin *Ductless Design Pro* program features a 1.25% accrual rate calculated at list price on all Daikin Ductless and *SkyAir* serialized equipment purchased through the contractor's Daikin Ductless distributor. The Daikin *Ductless Design Pro* program will allow contractors to maximize their marketing efforts, by allowing them to earn and utilize valuable accrual funds. These accrual funds can be used for consumer advertising, SEO & SEM efforts, sales and technical training, and much more. All of these contractor benefits are accessed through an easy and straight-forward accrual program. And since it's an accrual fund and not a "co-op", 100% of the accrued funds are available once the program minimum purchase requirement has been met to help Daikin *Ductless Design Pro* contractors with their marketing and advertising lead generation activities.



Maximize Marketing Efforts

OUTSTANDING BENEFITS FOR DAIKIN *DUCTLESS DESIGN PRO* CONTRACTORS

- Daikin Ductless Contractor Locator placement and leads.
- Priority access to distributor and manufacturer support teams.
- Up to $5,000 per year for approved in-home selling tools and business operation software.
- Daikin brand clothing, apparel, and accessories. A maximum of 25% of accrual total on promotional Daikin brand clothing and accessories.
- GM vehicle discounts
- Technical training opportunities through the HVAC Learning Campus
- ACCA, HRAI, and SGI membership reimbursement*
- NATE testing reimbursement

* Up to $1000 in ACCA, HRAI, or SGI Membership dues can be claimed annually by Daikin *Ductless Design Pro contractors* with available accrual funds.

ACCRUAL PROGRAM GUIDELINES

- A Daikin *Ductless Design Pro* contractor must purchase a minimum of $25,000 at list price in Daikin Single and Multi-Zone and *SkyAir* brand serialized equipment, less discounts, taxes and freight charges, to become eligible for accrual funds.[1]
- Accruals for Daikin *Ductless Design Pro* contractors registering by March 31, 2025 will begin on January 1, 2025. Accruals for Daikin *Ductless Design Pro* contractors registering from April 1, 2025 through August 31, 2025 will begin the first day of the month in which they were registered. Deadline for registration is August 31, 2025.
- Accruals will be calculated through December 31, 2025. Funds accrued during the 2025 Daikin *Ductless Design Pro* Contractor Program may be used from January 1, 2025 through March 31, 2026.

[1] We reserve the right to exclude special quoted projects and change the program as necessary. Complete Daikin *Ductless Design Pro* Contractor Program terms and conditions available from your distributor in the form of the Daikin *Ductless Design Pro* Contractor Manual.

2025 DAIKIN
DUCTLESS
DESIGN PRO
CONTRACTOR
PROGRAM

DAIKIN DESIGN PRO DUCTLESS

The 2025 Daikin *Ductless Design Pro* Contractor Program

is designed to provide select contractors with a powerful suite of marketing and business tools to drive sales growth and profits, setting Daikin *Ductless Design Pro* Contractors apart from the competition.



Help drive sales growth.

BECOME A DAIKIN *DUCTLESS DESIGN PRO* CONTRACTOR TODAY!
CALL YOUR DAIKIN DUCTLESS DISTRIBUTOR.

SALES, PRODUCT, AND TECHNICAL TRAINING

DAIKIN OFFERS ROBUST TRAINING PLATFORMS

HVAC Learning Campus offers great options for a Daikin *Ductless Design Pro* Contractor to manage technical, sales, and business training needs. Whether you prefer taking classes online, in-person, or through recorded webinars, HVAC Learning Campus trainers will ensure you have the tools to find, schedule, and track training activity.

Learn more at www.HVACLearningCampus.com

HVAC LEARNING CAMPUS IS AN APPROVED NATE TESTING CERTIFIED ORGANIZATION

At Daikin, we understand training, continuing education, and NATE certification can be essential to your success. In addition, ensuring that HVAC technicians and installers are up to date on the equipment they service and install is critical. To support this goal, we ensure specific HVAC Learning Campus technical training classes are NATE certified and can meet continuing education requirements.

DAIKIN

Our continuing commitment to quality products may mean a change in specifications without notice.
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