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The Somfy Expert Program for Interior Window Coverings



Somfy Systems is pleased to introduce the Somfy Expert Program... a NEW comprehensive marketing and sales program, which will enable you to provide your customers with expert product and installation advice regarding Radio Technology Somfy® (RTS) motors and controls. By becoming a Somfy Expert you will have access to consumer leads as potential customers are directed through Somfy's advertising campaign and website to seek the skilled advice of a Somfy Expert.

Program Components:

Product Training

All participating dealers and designers will be given a training course by a Somfy Field Service Representative (FSR) who will introduce you to our Radio Technology Somfy® (RTS) motor and control product lines, specifically addressing application and product operation.



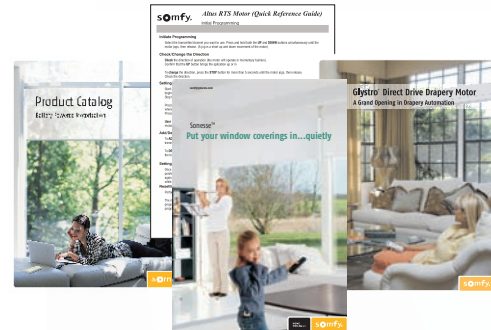
Certification

Upon successful completion of the training course on Radio Technology Somfy® (RTS) motors and controls, and by actively promoting/selling Somfy products you'll receive a Somfy Expert Certificate.



Product Literature

As a Somfy Expert, you'll be provided with product brochures that detail the available motorization and control options featuring Radio Technology Somfy® (RTS). These trade brochures and catalogs will serve as a great reference for your sales people.



Point of Sale Display, Showroom Materials and In-Home Sample Program

Interactive displays will attract interest from your retail walk-through traffic. By simply pressing a button on the Telis RTS transmitter, consumers will see first hand the benefits of Radio Technology Somfy® (RTS). An in-home carrying case will be available as long as you are an active participant in the Somfy Expert Program. Complimentary window and vehicle decals will also be given to you to identify that you are an Expert and attract interest from potential customers.



Consumer Literature

A reasonable quantity of Somfy's end user brochures promoting Radio Technology Somfy® motors and controls will be given to you free of charge. These brochures explain the benefits of automated window coverings and will help you pre-sell potential customers.



Product Images and Somfy Expert Logo

High resolution product images will be available for your use in promoting motors and controls featuring Radio Technology Somfy® (RTS).



Special Promotions and Advertising Support

As a Somfy Expert you will be notified regarding a variety of product promotions offered by Somfy throughout the year. Choose from a variety of templates available to help you in your local advertising efforts. Let Somfy take care of the creative and leave the insertion up to you.



Priority Access to Somfy's Experience Center, Boca Raton, FL

As a Somfy Expert you will have access to the new state of the art showroom which will feature the entire range of Somfy products. You will be invited to bring your clients and experience Home Motion by Somfy.



Field Support / Installation Assistance

Take comfort knowing Somfy can help with product and technology support. Field Service Representatives (FSR) will be available to assist with specification, installation or programming needs.



Dedicated Phone Number, Email Address & Website

Phone: Number: 877-43SOMFY
Email Address: expert@somfy.com **Website:** somfyexpert.us

Send an email and know your inquiry is given top priority. As an Expert you will be granted access to a dedicated Expert website which will contain the most up-to-date information about new products and sales tools available from Somfy. You will also find technical documentation which may be easily downloaded as well as Expert specific program information.



For more information on becoming a Somfy Expert please contact us at 877-43SOMFY or email us at expert@somfy.com