



THERMOSOFT

A U S T R A L I A

Partnership Program

Our Partnership Program is available to businesses who want to promote, install or sell our heating products.

The program is not for everyone, and we evaluate each application carefully.

We value great relationships with partners, and want to work with businesses who demonstrate:

- High integrity.
- Great customer service.
- Motivation and enthusiasm about our products.

In addition to this, there are some specific criteria based on the partnership tier you wish to join.





Partnership Tiers

We offer three main partnership tiers:

- **Referral & Trade Partners**
Businesses who want to recommend and specify our radiators for their clients.
- **Installation Partners**
Qualified electricians capable of installing radiators & towel rails, and handling any required electrical work.
- **Agent Partners**
Experienced heating professionals who handle the entire estimating and sales process for customers.

Trade & Referral Partners

Trade & Referral Partners are typically architects, designers, builders or related businesses that might frequently come across clients in need of high quality heating products.

We take care of estimating wattage requirements for any given project, and offer our full consultative quoting process for partners, and their clients.

This, as well as any sales assistance needed along the way, ensures a great collaborative customer experience and end result.

Trade & Referral Partners can directly apply their trade discount rates to any orders they place through our online Partner Portal.

Criteria

- ❑ Have previously bought from LVI Thermosoft, or referred a customer to us.
- ❑ Have an existing customer base, where there's a natural alignment or need for our products.
- ❑ Motivated and excited about our products, able to refer customers who are well suited to our products on an ongoing basis.
- ❑ ABN and online presence (website, social media etc)

Installation Partners

Installation Partners are qualified electricians who have a good understanding of our products, are able to conduct electrical inspections, perform any additional electrical work needed, and take care of radiator panel installations.

We look for professional tradespeople, wherever they may be located, as we have many customers across the country requiring electrical inspections, switchboard upgrades, or panel installation.

We quote a standard rate to customers for electrical inspections, and a per panel rate for installation. Any other work necessary (switchboard or circuit upgrades, new power points, or hardwiring wall boxes) is quoted by the installation partner directly with the customer.

Installation Partners can also be Trade & Referral Partners, allowing trade discounts on all sales to their existing clients.

Criteria

- ❑ Must be a qualified electrician with all relevant insurance and certification.
- ❑ Have a track record of excellent customer service.
- ❑ Price any custom quoted work fairly and not seek to exploit our customers.
- ❑ Be prepared to undertake some training and develop a clear understanding of our products.
- ❑ ABN and online presence (website, social media etc).

Agent Partners

Our Agent Partners are heating specialists who take care of the entire sales, estimating and installation process for the end user.

Agents generate their own business, and have showroom space or marketing displays to showcase our products.

They purchase products from us at a wholesale rates. Delayed payment terms are possible with completion of a credit check.

We are highly selective of who we accept as Agent Partners, and will typically start potential agents as Referral Partners until such time that we're happy to proceed to the full agent model.

Criteria

- ❑ Specialist understanding of how to calculate heat loss for wattage estimates, prior experience with hydronic heating systems is preferred.
- ❑ Clear track record of delivering excellent customer service.
- ❑ Demonstrate a clear understanding of technical details of our products, and be able to provide support to customers.
- ❑ All relevant insurance and certification needed to undertake installation of products.
- ❑ Showroom space preferred.
- ❑ Completion of credit check to apply delayed payment terms
- ❑ ABN and online presence (website, social media etc).

Interested in becoming a partner?

We are currently seeking expressions of interest from businesses who would like to join our partnership program. Some aspects of our partnership program are still under construction, and will be rolled out progressively throughout the remainder of 2023.

If you'd like to register your interest, please visit www.thermosoftaustralia.com.au/partner-program and complete the application form.