

A Helping Hand

If you sell WeatherBest® products, you may want to encourage your customers to use Fiber Composites LLC's WeatherBest® Installers Network (WIN). Representatives of the New London, N.C.-based manufacturer say there are benefits for both you and your customers when they use its WIN system. Orders placed on the system are either electronically faxed or e-mailed directly to your company to be input into your order-entry system. In turn, your customers earn points that can be redeemed for marketing materials and assistance.

Contractors earn points for every WeatherBest purchase they make through the system and points can be redeemed for customized brochures and direct mailers to help with marketing efforts. Future offerings will include customized websites, yard and truck signs and displays for local home improvement shows.

For customers, WeatherBest officials say the online system speeds procurement of materials from local WeatherBest dealers. For dealers it produces clear, easy-to-read orders that can be placed at convenient times, such as off times when the counter person is not busy. Company officials also say orders are complete with all the parts and pieces required for a particular job.

Another exclusive WIN program benefit, the Homeowner Deck Party, helps contractors generate leads by capitalizing on word-of-mouth marketing from current customers. As part of the package, each new WeatherBest deck owner will receive customized invitations, a \$250 food budget and a \$150 door prize budget while party guests receive a \$200 mail-in rebate for WeatherBest products. These parties are designed to generate immediate sales opportunities for the contractor.

✓ www.weatherbest.com

SPECIAL OFFERS:

Polish Up Your Acting Skills

If your customers use RIDGID® tools, tell them to get out their video cameras. To celebrate the launch of its new TeamRIDGID membership site (www.TeamRIDGID.com), the Elyria, Ohio-based company, is holding a video contest called "How I Build My Reputation with RIDGID Tools." TeamRIDGID members are invited to record and post an original one- to three-minute video illustrating how they build their reputation with RIDGID tools.

RIDGID will choose five finalist videos, which will be posted on the TeamRIDGID website for member voting. Videos will be judged based on persuasiveness, creativity and entertainment value. All five finalists will receive an all-expense-paid trip to Cleveland, Ohio, to tour the RIDGID headquarters and manufacturing facility. During the trip the grand-prize winner will be announced and will receive \$2,500 in RIDGID tools of his choice.

Those who wish to participate should visit www.TeamRIDGID.com for details. The contest ends April 30.

The screenshot shows the TeamRIDGID website interface. At the top, it says "TEAM RIDGID" and "You Are One Of 2138 Members of TeamRIDGID." Below this is a navigation menu with links for "About TeamRIDGID", "What's New", "Ways to Participate", "Team Benefits", "Team Resources", "My Account", and "Tell a Friend". A "Welcome Back, Amy!" message is displayed. There are several icons for "What's New", "TeamRIDGID Downloads", "RIDGID Gear Discounts", "Videos Literature", "RIDGID Community", "Contests / Sweepstakes", "Feedback", "News / Advice", "Account Settings", and "Tool Tester". A "RIDGID POLL" section asks if the user is interested in helping merchandise with the TeamRIDGID logo on it, with options for Yes, No, or Maybe. A "Video Contest!" announcement says "Tell Us How You Build Your Reputation With RIDGID Tools and You Could Win \$2,500 in RIDGID Products." and includes a "Click here for details" link. At the bottom, there is a footer with contact information: "WHERE TO BUY - ONLINE VENDORS - RIDGID FORUM - RIDGID WORKSPACE - CONTACT US" and "© 2007 Ridge Tool Company. All Rights Reserved. 1-800-4-RIDGID • Privacy Policy".