

SUB-ZERO AND WOLF RETAIL HAND-OFF PROCESS

The Sub-Zero and Wolf Corporate Showroom Lead Program is meant to help ensure a seamless transition in guiding a client through inspiration, product selection and ultimately the purchase of their kitchen appliances.

Once appropriate for the client, the Showroom Consultant will initiate a warm transfer to the selected dealer on the client's behalf. This is known as a retail hand-off. The goal of this outreach is to coordinate dedicated showroom time at the dealer when most convenient for the client.

1 – Retail Hand-off

The retail hand-off is the distribution of the showroom appointment from the Sub-Zero and Wolf corporate showroom to the dealer representative. The dealer representative(s), known as a “Dealer Champion(s)” will be responsible for coordinating and confirming all showroom appointments and the possible distribution of opportunities to the appropriate salesperson.

Process Steps: Retail Hand-off

After working with the client and understanding their product needs the Showroom Consultant will connect the client with an appropriate dealer. They will arrange a “Retail Hand-off” to the client-selected dealer.

Dealer Selection:

1. If the client has an existing relationship with a dealer that preference supersedes all other options.
2. If the client is working with a tradesperson that has a preferred dealer the showroom will honor that relationship.
3. If the client hasn't worked with a dealer or tradesperson then the Showroom Consultant will suggest up to three dealers using geography and/or round robin as a guide.

Retail handoff is completed in the following ways (in order of preference):

1. Onsite with all parties involved at the Sub-Zero and Wolf Corporate Showroom.
2. A conference call with Sub-Zero and Wolf showroom, the “Dealer Champion” or salesperson, and client (and if needed the tradesperson).
3. Conference call between the Sub-Zero and Wolf showroom and the Dealer Champion without the client's direct involvement.
4. Email introductions and hand-off that includes all parties.

NOTE: The goal here is to have a warm hand-off so that the client is immediately assisted. Properly done this retail handoff will save time for everyone involved and result in client receiving a premium experience.

2 – Showroom Appointment Confirmation

The key here is to solidify the handoff from Showroom to Dealer, answer questions that may arise, and to ultimately make sure the client has the information they need for the appointment at the dealer.

Process Steps: Showroom Appointment Confirmation

Once the appointment has been coordinated with the dealer the salesperson is expected to confirm appointment details with the client.

1. If a live retail hand-off (conference call or in-person meeting) with the client involved, the dealer can simply send an appointment confirmation via email.
2. The client was not involved in the retail hand-off (call to dealer from showroom) the dealer should reach out via a phone to introduce themselves and communicate the specifics of the appointment (confirm date, time, showroom directions, etc).
3. If the appointment is cancelled or “no-shows” please inform the Sub-Zero and Wolf showroom consultant. They will work to reschedule the client.

3 – Assisting the Client

We want to ensure the purchase experience matches the Sub-Zero and Wolf ownership experience. The Showroom Consultant will continue to be a resource for the client and dealer even after the hand-off has taken place.

Process Steps: Showroom Appointment Confirmation

1. Remembering the number one goal of this program is to ensure a premium buying experience. This started during the Sub-Zero and Wolf showroom visit and should extend to the dealer visit.
2. Sub-zero and Wolf Showroom will have provided a consultation summary and quote for the products of interest. If you have questions or require another copy of the quote the showroom consultant will continue to be a resource for both the dealer representative and client.
3. Ideally, the client will have most of their product questions answered and appliance selections made in the corporate showroom and handed to the dealer for purchase ordering, installation scheduling, and registration (completed via Factory Certified Installation). This creates the seamless premium experience our clients expect from both the showroom and the dealer.

4 – Communicating with the Sub-Zero and Wolf Corporate Showroom

It will be important for the dealer to maintain a stream of communication with the showroom consultant. The showroom consultants will follow-up with the salesperson to ensure the client gets the products selected, proper installation, delivery deadlines are met and that product registration has occurred.

Process Steps: Showroom Appointment Confirmation

1. To better facilitate simple communication for the dealer and showroom consultant, the Sub-Zero and Wolf CRM program will send automated emails on a bi-weekly basis to the dealer requesting the current status of each retail hand-off.
2. Project statuses include: “Contacted”, “Ordered”, “P.O. Provided”, “Installation Complete”, “Project Lost”, “Project Delayed”, or “Project Cancelled”. The dealer representative simply clicks the appropriate status in the email to update the record.
3. Status emails that are not replied to within one week are escalated to a Territory Sales Manager who will then reach out to the Dealer Champion directly.
4. Once an order has been placed please share the Invoice information with the Showroom Consultant. This may be completed in the CRM using an email template and “electronic” document or scan.
5. If the client or dealer elects not to use the Factory Certified Installation program, we ask that the dealer assist the client in registering their product
6. The Sub-Zero and Wolf Trade Sales Manager will review all open retail hand-off opportunities with the dealers on a regular basis.