

10 Ways Becoming a 3M Window Film Dealer Can Grow Your Business

October 1, 2015 | Dorian Davis

By Filmstar Distribution

In many parts of the country, window tinting is as much a requirement on vehicles as windows themselves.

And when it comes to new building construction, window film is leading the push in energy efficiency.

So why not offer it to your customers and add a new revenue stream to your business?

With the array of program options from 3M, it's easy to find the choice that's right for your business.

Not sure if you want the additional income? Here are 10 reasons that might change your mind...

1. Brand Awareness

There's a reason dealers are proud to sport a 3M logo -- it's a company 3 out of 4 homeowners know and trust.

3M is a 113-year-old global Fortune 500 company that invented window film in 1966 and has been perfecting it ever since. 3M spends millions building its brands and consumer awareness.

According to Fortune Magazine, 3M is one of the world's most admired companies.

2. Largest Selection of Quality Window Films

From residential and automotive to commercial and government, 3M has it covered.

3M has researched and created advanced window film technology that offers superior solutions over competitors, and backs its products with lifetime warranties.

3. Innovative Website Educates Customers, Generate Leads

The 3M product website is designed specifically to build desire for window films and drive customers to your business. This website contains sales tools such as product simulators, cost-savings calculators, videos and useful consumer resources available to you anytime.

3M also helps drive customers to its website with aggressive search engine marketing and a prominent "Find a Dealer" module — and those sales leads are passed directly to its authorized dealers.

4. Free Advertising Consultation

Not sure where to start with your advertising campaign? Through 3M's Co-op Program, you receive free advertising consultation and reimbursement for qualifying advertising efforts.

What's more, all 3M Window Film dealers receive a communications packet with easy "how-to" instructions and assets for advertising, public relations and promotional tactics to grow your business.

5. Rebate Programs Help You and Your Clients

One of the many ways 3M helps its dealers grow their business is through its Dealer Growth Rebates. This program is designed to enhance dealer profits based on year-over-year annual growth in qualifying 3M Window Film purchases.

3M can also help identify existing energy efficiency rebate programs in your area, as well as work with local utility companies to determine if customized incentive rebates are possible for installing 3M Window Film on homes or commercial buildings.

6. 3M Annual Dealer of the Year Award

3M knows the employees of its dealer network work hard. One way it recognizes these efforts is through its coveted 3M "National Dealer of the Year" award. This is an honorable way to show customers that your business is nationally-recognized and one they can trust.

7. Auto Rewards Points Program

As a 3M Automotive Window Film Dealer, you can earn points for every dollar you spend on 3M™ Automotive Window Film redeemable for promotional material and product discounts.

8. Fast-Growing Industry

Fueled by new construction, rising energy costs, and the desire to "go green," the window film industry is growing at a fast pace with huge growth potential.

It's expected this industry will grow 26% to \$8.4 billion between 2014 and 2019 in the United States alone, according to a Freedonia Group Report.

9. Training and Outsourcing Available

3M can help your employees become accredited 3M Window film installers through one of 3M's authorized training centers.

For companies that don't have the resources, 3M has designed a Dealer Outsource program.

This allows you to offer your customers the convenience of window tinting right at your lot, without the hassle of training or tying up work space. You make the sale, and 3M's network of expert 3M Window Film Dealers will handle all aspects of the installation.

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10. Help You Hire Talent

Hiring and retention is not an easy task for any company. That's why 3M has partnered with Wonderlic to provide a hiring solution package to help meet your company's needs.

This package will lead you through the process of posting a job to interviewing potential candidates. Features such as assessment tests and prescreen questionnaires will help you find the industry's best talent.

Are You Ready to Profit From This \$6.7 Billion Industry?

U.S. demand for speciality films is expected to skyrocket more than 25% by 2019, valuing the industry at \$6.7 billion. That's why there's no better time to become a 3M Authorized Window Film Distributor.

Learn about this little-known business opportunity, and how you can partner with a 113-year-old American company you know and trust.

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