

OPPORTUNITY PLUS

A PROFIT BUILDING PROGRAM FOR CONTRACTORS



What is the Opportunity Plus Program?

Opportunity Plus will help you build profits by teaching you how to introduce homeowners to additional products or upgrades that will enhance comfort and quality of life.

No hard selling; just a simple introduction.

What Qualifies as a Featured Opportunity Plus Product?

High potential as an accessory or up-sell item! Items such as media air cleaners or programmable thermostats. Other good candidates include UV cleaners, grilles and registers, variable speed motors, surge protectors and more.

How Can You Participate?

Simply visit www.JohnstoneUniversity.com for online tutorials that cover the Features and Benefits for contractors and homeowners, plus tips for how to sell and up-sell these products. You can also access customizable product sheets that will assist you in presenting this information to homeowners.

These product sheets are available through either the online tutorials or at your local Johnstone Supply branch. You can even add your own company information and pricing!

What Products are Available for the Program?

Featured products will be promoted in the monthly Johnstone Supply flyer, with the Opportunity Plus logo displayed for easy identification. You are also free to use your own list of products, as offering a broad range of options will result in more consistent sales.



JOHNSTONE SUPPLY

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