

Value Proposition – Distributor selling 3M Films

Why should you join the Endorsed program?



Partnership with 3M

- Informed by 3M Communication and information: Getting latest updates on new products or techniques first-hand and as preferred 3M contacts
- Updating the Endorsed Installers first when New Products are introduced
- Endorsed Installers are the first to learn new techniques, when offered by 3M
- Recertification needed after 4 years – no outdated



Quality and standards (was: Efficiency (quality, speed, confidence))

- Improved quality of installation
- Increased end user satisfaction
- Proven to have significantly less applications errors and CFR raised from (Select) partners with certified Endorsed installers
- Less downtime
- Less rework
- Less financial loss
- Best understanding of the impact of tools and workplace circumstances on the wrap result



Business opportunity Customer relationship

- Offering and selling trainings is perceived as a key part of the value chain in the industry. Training is a business and a product
- Higher customer retention by becoming 3M loyal. Easier to have recurring sales.
- “Customers buy what they know” – Endorsed trainings are a very effective way to convince a customer to use 3M products continuously → good habits