

Preferred Electrician Program

Date of Issue: September 2020



The term “Preferred Electrician” (PE) is used to describe selected electricians who Beacon Lighting promotes to our customers.

Our customers can choose to use our PE’s knowing that we endorse them to install our products and perform other electrical work in their homes.

Already we have a team of over 250 electricians participating in the program nation-wide so if you are interested in joining that group and reaping the benefits, please read on for more information.

The Benefits

As a Preferred Electrician with Beacon Lighting, Australia’s leading lighting retailer with over 110 stores across Australia and growing, you’ll enjoy the following benefits:

- You will be one of a very limited number of approved Preferred Electricians for your nominated store. Your business cards can be displayed on the counter and your business will be actively promoted to our customers looking for electricians. This means exposure to literally hundreds of potential customers per store per week!
- Your business will be promoted as a Preferred Electrician on the Beacon website with potential exposure to more than 150,000 visitors per week!
- Your business will be listed on our website as an approved electrician to install ceiling fans, allowing our customers to get extended warranty.
- We will provide you with an ID card that will also help you to reinforce your select status as a Beacon Lighting Preferred Electrician with your customers.
- If you’re not already a member, we’ll join you up to our Trade Club where you will receive great trade prices and also earn points for ‘Beacon Cash’ which you can use for future Beacon purchases.
- We will also send you Beacon Trade Club Referral cards which you can give to your customers..... they will get great prices and you earn the points!
- We will provide you with **free t-shirts and vehicle decals** which allows you to promote your Preferred Electrician status and help build your business credibility by association with a national brand.
- You can also include your Preferred Electrician status on your business cards with pre-approval of artwork from Beacon Lighting.

Finally, subject to approval to also work as an electrical contractor to Beacon Lighting, you / your business will be able to undertake additional work in your operating area including:

- Product warranty work
- Product installation work (refer to separate information about our fixed price installation program).

Store Support Centre

5 Bastow Place, Mulgrave, VIC, 3170 **Phone** +613 8561 1555 **Fax** +613 8561 1566

www.beaconlighting.com.au

Preferred Electrician Program

Date of Issue: September 2020



- Mammoth Fan installations (refer to separate information)
- Being a preferred supplier for internal store maintenance when our own internal resources are limited.

The Cost

There is a cost in providing these benefits to you, so to cover our administration expenses we will be charging an **annual fee of just \$200 plus GST**.

When your application has been approved, we'll then send you an invoice for \$200 plus GST as the annual fee. Upon receipt of payment, a Welcome Pack which includes your T-shirts and Vehicle decals will be sent to your preferred store for you to collect. We will then set you up for the other benefits of the program and advise the store/s you are on board.

Service Expectations

At Beacon Lighting we strive to maintain exceptional customer service and this also extends through to our Preferred Electricians, so if we receive feedback from stores or customers about the quality of your work or service, we'll investigate and inform you of the outcome. A poor outcome could mean the loss of your Preferred Electrician status. In these circumstances we'll be in touch with you as part of the review process.

We will also undertake an annual review of your preferred electrician status in consultation with your preferred store 8 weeks prior to the annual renewal.

Interested?

Finish your application in our Contractor Management System so that we can approve you to join our PE Program.

If you have got this far, you probably already have a good relationship with one of our Store Managers. They will be involved in approving your application.

Please note that there is a strict limit on the number of PE's linked to each of our stores, so that we can offer a degree of 'exclusivity' about the program. If your application is declined on this basis, please stay in touch with your local Store Manager, so you can apply again as soon as circumstances change.

We look forward to working with you and in the meantime if you have any questions, please contact your local Beacon Lighting store or email contractors@beaconlighting.com.au.

Store Support Centre

5 Bastow Place, Mulgrave, VIC, 3170 **Phone** +613 8561 1555 **Fax** +613 8561 1566

www.beaconlighting.com.au