



DISTRIBUTOR CONSULTANT

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## **PURPOSE**

The Atlantic Professional Programs provides valuable, tangible benefits for both Contractors and Distributors. Under the full support and supervision of Atlantic Water Gardens, the Distributor-driven program reinforces the relationship between the Contractor and the Distributor, rather than the manufacturer. As the point of contact, the Atlantic Distributor Consultant becomes a valuable asset to Contractors and Dealers, assisting the Distributor in building meaningful long term relationships with those customers.

## **QUALIFICATIONS**

- Strong recommendation by company owner, supervisor or manager
- Proven track record in water features, lighting and/or aeration products
- Good reputation in the marketplace for excellent Customer Service
- Working familiarity with the Atlantic Water Gardens product line

## **COMMITMENTS**

- Continued excellent performance in Sales and Customer Service
- Equitable distribution of AWG leads to Atlantic Professional Contractors
- Promotion of Atlantic Water Gardens products whenever appropriate
- Participation in AWG education and trainings when available

## **BENEFITS**

- Stronger relationships with Atlantic Professional Contractors
- Online education and training through [AWG University](#) - complete AWGU and get an AWG Alumni T-Shirt
- Provide extended warranty to qualifying APC's at no extra cost
- Certificate for portfolio / facility wall suitable for framing
- Access to our private APC/ADC Facebook Group
- Exclusive invitation to our annual Atlantic Professional Conference
- Subscription to monthly Newsletter, New Product Spotlights and News Releases
- Leads - Both the distributor and Atlantic Water Gardens will collect and forward leads. Atlantic will forward leads to the nearest appropriate distributor. The distributor will forward leads to the nearest appropriate Atlantic Professional Contractors.

## **NEW FOR 2019**

- Lunch Lottery - Monthly winner gets lunch for their APC and their crew or branch from Atlantic
  - Must have at least 1 APC signed up for the program Max. \$100 - provide pictures to AWG for social media



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## **GUIDELINES FOR SELECTING AN ATLANTIC PROFESSIONAL CONTRACTOR**

The benefits of becoming an APC are concrete and valuable. The APC will be offered advanced educational and training opportunities, access to manufacturing facilities and build sites, and one year extensions to warranties. These benefits are not meant to be used as a sales tool to introduce contractors to the field of water feature installation. Instead, the ADC-APC Program is intended to help Atlantic Distributor Consultants build and reinforce strong long-term relationships with qualified water feature installers, whom we expect to install and operate our equipment to the highest standards.

Atlantic does not expect new APCs to be experienced in every facet of water gardening, and we are fully committed to providing every training opportunity possible. However, the prospective APC must be able to take advantage of these opportunities; they must have already 'gotten their feet wet' in the field, so to speak. To ensure that these resources will be allocated properly, Atlantic suggests the following guidelines.

- The proposed APC should have or be part of an established business, accustomed to the rigors of contracting.
- He or she should have the ability and equipment needed to excel in the field and utilize responsible construction practices.
- APCs must be willing and able to take advantage of the potential increase in sales and projects that come from advanced training and education.
- The APC should be an active water feature installer with field experience. His or her work should demonstrate good esthetic design and a familiarity with materials and construction techniques.
- The APC should have a good working knowledge of basic water chemistry and biology, including pH, water hardness, the role of oxygen and carbon dioxide, the effects of temperature, the nitrogen cycle.
- Understanding how water moves is critical to the proper functioning of any water feature. The APC should have a working understanding of hydraulics, water dynamics and proper plumbing techniques.
- He or she must understand the principles of head height and friction loss, and should be able to calculate the total dynamic head of any given system.

ADC CERTIFICATE:



# Atlantic

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THIS CERTIFICATE IS HEREBY PRESENTED TO THE FOLLOWING COMPANY BY THOSE ENDORSED BELOW  
TO RECOGNIZE THEIR COMMITMENT AND EXPERTISE IN THE WATER GARDENING INDUSTRY:

**SAMPLE COMPANY**

CITY, STATE

*Ann Haas*

ANN HAAS, ATLANTIC PROGRAM COORDINATOR  
ATLANTIC WATER GARDENS

*James Lavery*

JAMES LAVERY, NATIONAL SALES MANAGER  
ATLANTIC WATER GARDENS

