



PROFESSIONAL CONTRACTOR

---

The Atlantic Professional Contractor (APC) Program creates mutually beneficial partnership between the water garden professional, the distributor and the manufacturer without being exclusionary or punitive. The APC works in conjunction with the ADC (Atlantic Distributor Consultant.) In contrast to manufacturer-dominated programs that emphasize loyalty over education, the APC Program is distributor-driven, for a very simple reason - the distributors know their customers best. They know which contractors would most benefit from such a program; they know which customers would prefer to be loyal to the distributor and to Atlantic and they know best how to select and qualify those contractors.

The program benefits Atlantic Professional Contractor with perquisites from both the ADC and Atlantic Water Gardens, including but not limited to online and on-site education and training, hands-on builds, lead referrals and product discounts. Atlantic Water Gardens will provide detailed and comprehensive online education and training through Atlantic Water Gardens University and company hosted Webinars. Atlantic will provide instructors for approved periodic hands-on builds organized by the distributor.

Atlantic will also forward all referrals garnered online to the nearest appropriate distributor.

The ADC's will get those leads into the hands of the appropriate contractor who has signed up for the APC program. The ADC's will arrange, coordinate and mentor periodic hands-on training builds, lectures, webinars and demonstrations as part of this program. Whenever Atlantic and the distributor organize such an event, those who are in the APC Program will be invited as guest instructors, to help train and educate the attendees. The distributor will also offer a discount to qualified APC's in good standing on Atlantic Water Gardens products at the distributor's discretion.



## QUALIFICATIONS:

- Candidates must be sponsored and proposed by an Atlantic-approved Distributor Consultant.
- Candidates must have a proven record of selling, building and maintaining water features or similar type of landscape success

## BENEFITS:

- Online Education - Atlantic Water Gardens will provide detailed and comprehensive online education and training through Atlantic Water Gardens University: <http://www.atlanticwatergardens.com/university>
- 1-Year Extended Warranty on all installed Atlantic products
- On-site Education and Training - Atlantic Water Gardens will communicate opportunities to attend hands-on training, builds, lectures and our annual APC/ADC event at AWG Headquarters.
- 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. The APC will be expected to contact the referral leads he or she is provided. Should the APC decline the referral, the lead will be reassigned at the distributor's discretion.
- Discounts - The distributor may offer discounts on selected Atlantic Water Gardens products to qualified Atlantic Professional Contractors in good standing. The selection and amount of the discount will be at the distributor's sole discretion.
- Marketing Material - APC Certificate, T-shirt & Vehicle Decal. Atlantic will provide the Atlantic Professional Contractor with marketing material for their business location, trucks and portfolio.
- Access to our Atlantic Store and private APC/ADC Facebook Group
- Subscription to monthly Newsletter, New Product Spotlights and News Releases
- Exclusive invitation to our annual Atlantic Professional Conference

## NEW BENEFITS

- Atlantic Pump Club - VISA Gift Card Award
  - \$150 after 25 pumps purchased, installed and registered
  - \$400 after 50 pumps purchased, installed and registered
  - \$1000 after 100 pumps purchased, installed and registered
- SEPT 1 - SEPT 1 - [Use the registration page online](#) - ADC will verify pump purchases
- APC Meet-ups - smaller events to build fellowship, community build
- [APC/VistaPrint Store - Joint branding](#)



### **APPROVAL PROCESS:**

When the candidate submits the requested applicant information, the Distributor Consultant will arrange to visit job sites to determine if the candidate is ready for the Atlantic Professional Contractor qualification. The number of visits will be decided between the Distributor Consultant and the candidate. Upon approval, the Consultant will submit the applicant information for processing and Atlantic will provide the APC logos, literature and qualification letter signed by both the Distributor and Atlantic Water Gardens.

The Atlantic Professional Contractor will be expected to build exceptional water features, provide exemplary customer service and demonstrate strong motivation to grow his or her water feature business. The Atlantic Professional Contractor will never be expected to use a certain product for every project, sign a contract or pledge allegiance to maintain his or her APC status. The APC will be expected to use AWG products when feasible and for all projects closed from an AWG lead.

### **APPLICATION INFORMATION REQUIRED:**

- Name of Candidate
- Name of Candidate's company / position
- Candidate/Company address
- Office and mobile phone numbers
- E-mail address, website and social media accounts if applicable
- Sponsoring Distributor Consultant
- Brief description/history of Candidate

This information will be used only by the Distributor and Atlantic, and only for sales specials, educational offerings and notification of events. It will not be sold or shared with any other persons or entities.

TRUCK STICKER:



APC CERTIFICATE:

