

# Weil-McLain Boiler Bucks



## BOILER BUCK\$

The Weil-McLain Contractor Reward Program



E-Giftcards



Tools



Training Videos



Marketing Tools

Fast Start Registration Begins May 18th, 2015

[Register](#)

## Turn Up The Heat With Boiler Bucks

The Boiler Bucks Contractor Loyalty Program provides rewards to contractors that choose Weil-McLain. We look forward to strengthening our business partnership our contractors and we excited about what Weil-McLain has to offer!

The **Boiler Bucks Contractor Loyalty Program** is going to be hot! This program, which starts May 18th, 2015, is designed to reward plumbing and HVAC contractors through ongoing promotions, contractor feedback, responsive communications and seasonal campaigns. The Boiler Bucks program will provide education, create brand affinity among contractors and the supplier drive sales.

### WHO CAN PARTICIPATE?

#### **Contractors/Owner Operators**

They can earn Boiler Bucks, instant wins, sweeps and incentives from sales and various activities. Installers also have opportunities to win prizes.

### NOT YOUR TYPICAL REWARDS PROGRAM

The Boiler Bucks program is different than your competitor's traditional points platform because it delivers a unique currency that can be used to engage and reward behaviors within a variety of categories. The Boiler Bucks program:

- Incorporates highly customized communications based on a profile of the contractor
- Delivers a higher perceived value than traditional points structures
- Generates interest and excitement among users with numerous ways to win

## EASY-TO-EARN REWARDS

Here are the ways that contractors can earn Boiler Bucks during the program:

- **Fast Start Promotion:** Contractors who register for the program between 5/18/2015 and 6/26/2015 will earn 300 Bonus Bucks and a chance to win e-cards and other great merchandise.
- Product registration
- Quizzes, surveys and polls
- Learn and Earn opportunities