



MECP Toolkit for Manufacturer Representatives

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“The Mobile Electronics Certified Professional program is the 12 Volt industry’s mark of installation excellence and technical knowledge. This distinction demonstrates not only an installation technician’s skills and achievements, but also his or her dedication to the 12 Volt industry. It is therefore just as important that those at all levels of the industry show their support for MECP and encourage current and future installation technicians.”

*Bob Fields
InstallerNet
Chairman, MECP Committee*

What Can a Manufacturer Rep Do to Promote MECP?

- ✓ Encourage retailers you visit to get their technicians and sales people MECP certified;
- ✓ Know the levels, study materials, and testing process for MECP certification, including the Spanish study guide(s) and technician exam(s);
- ✓ Become an MECP proctor;
- ✓ Subscribe to the MECP e-newsletter (MECP On-the-Move);
- ✓ Post the [MECP Code of Ethics](#) in your front office;
- ✓ Share your success stories or content ideas with the MECP e-newsletter (MECP On-the-Move) by e-mailing mecp@mecp.com with “newsletter ideas.”

What Support Do Manufacturer Reps Get From MECP?

- ✓ Receive monthly reports matching the names/city/state as well as certification level, status & CEA license number to validate any warranty extension or other in-house programs based on MECP certification. **These reports are free to the participating manufacturer.**
- ✓ Receive one-on-one training about the program background from an MECP representative. This will accelerate the ease of understanding all the MECP program elements as well as the process of acquiring study guides and doing testing.
- ✓ Manufacturers can rent the list of e-mail addresses or physical street addresses in the MECP database to facilitate a promotion. The list can be only currently certified individuals, past certified individuals, technicians at a certain level, sales people, or any other number of filters. Or, the entire database (40,000+ records). The list would be processed through a third party for security so the manufacturer does not see the list, but holds the benefits of marketing to that list.
- ✓ Enclose MECP literature with shipped orders or invoices/statements mailed. Manufacturers can receive color MECP brochures (intended for the retailer/installer) at no charge. Free color literature is limited to supplies on hand and divided fairly among other participating manufacturer partners.
- ✓ Receive a customized 2-sided 8.5"x11" B/W informational sheet describing the benefits for retailers and installation technicians to be MECP certified. The manufacturer is responsible for printing, but it is designed to go in orders shipped or invoices mailed to the retailer.
- ✓ MECP PowerPoint slides for use as a stand-alone presentation or inclusion into your company's own training presentations.

Still have questions?

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Thank you for your support of MECP!