



MECP Toolkit for Retail Sales Professionals

Todd Ramsey, MECP Consultant

todd@ramseyconsultinggroup.com

480-706-9828

Jack Cutts, MECP Program Manager

jcutts@CE.org

703-907-7052

“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 Retail Sales Professionals Do To Promote MECP?

- ✓ Become MECP Mobile Product Specialist (MPS) certified
- ✓ Maintain current MECP MPS certification at all times. Doing so tells your customers you are up to industry standard and also keeps you challenged to remain “connected” to important elements of industry knowledge such as product application, system design, and common technical topics that affect the process of correctly selecting equipment. It also makes you more marketable in the pursuit of future employment.
- ✓ Display certificates in your shop, customer waiting area, and/or installation bays
- ✓ Post the [MECP Code of Ethics](#) in your showroom and in your installation bay -
- ✓ Display the MECP logo on your uniforms, whether with custom silk-screening or embroidery, or with supplied MECP patches for your level
- ✓ Subscribe to the [MECP On The Move e-newsletter](#)

What Support Do Retail Sales Professionals Get From MECP?

- ✓ Each product specialist receives two (2) MECP certificates and two (2) MECP static window stickers with their certification packet. Duplicate certificates are available to qualifying product specialists who are current with their certification for a \$5 charge.
- ✓ To acquire duplicate certificates, technicians must call CEA customer service at (866) 858-1555 and provide the following information to the customer service rep:
 - *State that you wish to order a duplicate MECP certificate*
 - *Provide the name as it appears on their certificate and if any corrections are necessary.*
 - *Confirm that you hold a Mobile Product Specialist certificate and provide the CEA license number on that certificate*
 - *Current mailing address (so the database can be checked/updated accordingly)*
 - *Payment will be taken at the time of the order (via credit or debit card)*
 - *Certificate will be mailed within one week of the order, typically received within two weeks of the order.*
- ✓ All MECP certified product specialists have 24/7 access to their certification profile in the database. There you can view your status and, if necessary, provide an employer with a validation e-mail to let them know you are, in fact, MECP certified. There is no charge for access to your MECP certification profile in the database.
- ✓ All MECP certified product specialists receive automated reminders via e-mail that their certification will expire at 90, 60, and 30 days prior. This helps you plan re-certification in enough time to study and schedule exams.

- ✓ All MECP certified product specialists will receive automated e-mail reminders to update or verify their MECP certification profile every 90 days from their date of certification. This will allow their records of mailing address, e-mail address, and employer to stay current.
- ✓ All MECP certified product specialists are able to participate in the MECP satisfaction survey index and the annual “most aftermarket friendly vehicles” web survey. These results are then compiled and shared with industry manufacturers and press to document what certified product specialists are saying.
- ✓ 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.”

Still have questions?

Todd Ramsey

todd@ramseyconsultinggroup.com

Jack Cutts

jcutts@CE.org



Thank you for your support of MECP!