



DAISY BUSINESS

SOLD ONLY BY DAISY EXPERTS

Daisy products return one of the highest profit margins in the business. Better still, we are not a shelf item you need to stock!

Daisy is not only the best quality product backed by trademarked and award winning design and innovation, it is also supported by the highest level of profit margins, industry leading systems and processes, service and warranties.



HELPING OUR EXPERTS SELL MORE

SUPPORTING YOU WITH MARKETING AND SALES TOOLS TO MAKE SELLING AN EASY AND PROFITABLE CONVERSATION.

DAISY MARKETING KITS

BROCHURES

- In-store sales – 6 pages to help you sell and take the order
- WinterKleen – 4 page POS
- DL flyer – for mail-outs

IN-STORE POINT-OF-SALE

- Counter Mat A2
- Hanging poster 690x990mm with full product range
- Cover sample board
- Daisy window sticker
- Display pole with poster and roller
- 'Water test' hanging mobile

WE LOVE OUR DAISY!

Promotional campaigns. We create the WOW in Daisy to make it easy for you to sell. Each year, we will have exciting new seasonal campaigns that will reach our consumers to build greater brand awareness and sales. They will only want Australia's best!

- **Website:** State-of-the art, fresh website full of resources for you and the customer
- **Social and other digital media:** Right on trend, follow us to be a part of the Daisy network
- **eNewsletters:** Subscribe to keep up-to-date with the latest news and innovations
- **More media!** Press and other media will be used as necessary
- **More campaigns!** Follow us and stay tuned for the summer fun!



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EVERYONE LOVES A DAISY

LEADERS IN AUSTRALIA FOR RANGE, DESIGN, QUALITY AND SERVICE.

Our mission is to help our customers sell more by providing world-class products supported by highly competent and ethical services and quality systems.

Daisy products are only sold by Daisy Experts who are our distributors that sell our products. Daisy Experts are supported by a high level of service and training; backed by great marketing and point of sale material.

Daisy's systems and processes mean that you can sell a Daisy pool cover or roller like any other stock item without having to carry any stock. Just take the order and we'll dispatch your customer's order within 48 hours. That's great business!

IT'S A WIN – WIN SITUATION

FOR YOU:

1. A healthy profit margin
2. Australia's largest selling pool cover
3. Australia's largest range of pool rollers
4. Fast and efficient product delivery
5. No need to hold any stock; just sell it
6. Marketing support through consumer promotions and sales materials
7. Warranties that we stand by
8. Support by a Daisy Area Manager and more!
9. Great pool of resources to draw from
10. A trusted and respected Australian brand.

FOR DAISY:

1. We need your support to display the Daisy brand and material prominently
2. Your team has the product training and understand what your customer wants.

HOW TO SELL A DAISY

AS A DAISY EXPERT, YOUR CUSTOMER WILL RELY ON YOUR KNOWLEDGE TO REASSURE THEM THAT DAISY IS THE BEST SOLUTION FOR THEM TO SAVE ON TIME AND COST IN POOL MAINTENANCE.

Your focus and energy will help you reap the highest profit rewards.

7 EASY STEPS:

1. Clear visibility. Ensure the Daisy brand can be easily seen
2. Great point of sale. Have the products and sales material clearly displayed
3. Talk about Daisy! Upsell Daisy covers and rollers
4. Help them buy. Your Daisy Expert knowledge and understanding of the consumer benefits of Daisy will be appreciated
5. Promote! Leverage the Daisy promotions and material to help you sell more
6. It's all about service. Accurately measure the pool on-site with your customer and provide great service on installation. They'll tell your friends about you
7. Ask for help. Your Daisy Area Manager is there to support you. Just ask.

WHAT DAISY DOES.

We partner with our Daisy Experts to help them sell more.

WE BACK YOU WITH:

1. Product quality that is backed by the UltraDome™ patented and award winning technology
2. A competitive retail price that delivers strong margins
3. More sales! Our phone and website channels generate enquiries which goes directly to you
4. A genuine warranty that never leaves your customers out in the cold
5. Professional and easy to use systems from ordering and pricing to delivery
6. Competency assessment training
7. Personal service through our Area Managers
8. On-call support through our after-sales service so your customer can contact us
9. Installation service in certain areas
10. Great marketing and in-store sales material.

WE MAKE IT EASY.

- We deliver to you or directly to your customer
- Every cover is priced to the pool size ordered
- Order only the correct pool size as we'll allow extra for installation.