



Drive your sales with TRICO

Authorised Wiper Expert Program

TRICO[®]
seeing you through[™]

A comprehensive program from the vision specialists, designed to boost your turnover and increase driver safety.

Trico, the global leader in windscreen wiper products, has developed the Trico Authorised Wiper Expert Program to provide workshop owners and their staff with the technical knowledge & skills to keep their customers safer on the roads. The program is designed to grow your sales and profitability by maximising the opportunity through correct diagnosis and product selling.

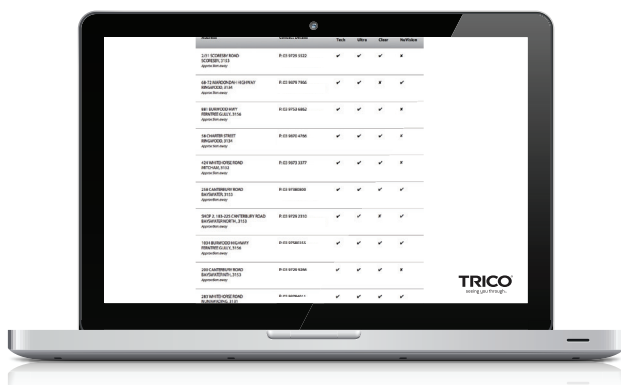
Your customers rely on your recommendations when it comes time to replace worn items and product selection. Trico have the broadest range of wiper products available. This enables you to make the right selection and ensure the correct blade assembly is sold to suit the vehicle and the customers budget.

Wiper Experts Training

To grow your wiper sales, the key ingredient required is training. In becoming a Trico Authorised wiper expert, our specialist team will visit your workshop and facilitate formal training with your staff. This proven training program will equip your team with the knowledge and skills to keep your customers safe whilst improving your bottom line.

Training includes:

- Correct diagnosis of typical wiper symptoms.
- Correct installation of wiper blade assemblies and refills.
- Evolving wiper technology – understanding late model wiper components.
- Tips for effective selling to the vehicle owner.
- All year round opportunity.



Website Specialist Listing

The Trico website receives thousands of visits per month by people looking for a workshop to fit wiper products, and research new products. Enquiries can be directed to your business, driving customers through your door.





Wiper Expert Program Benefits

In becoming a Trico Authorised Wiper Expert your workshop will receive the following benefits:

- Technical and sales based training to assist sales conversions.
- Listing as a program partner on the Trico website.
- Free signage and point of sale material.
- Customer referrals.
- Ongoing support.



Join the program now and be in the draw to win a \$500 Coles Myer voucher AND free local advertising for your business!

WIN!

Each quarter one lucky winner will be drawn. The winner will receive the \$500 Coles Myer voucher for their workshop AND a prepaid authorised wiper expert program advertisement valued up to \$300. (Template to be provided by Trico)

The Trico Authorised Wiper Expert program is available to approved workshops that meet a set criteria. There is no cost to become involved in the Trico Authorised Wiper Expert program. The only financial outlay required from the workshop is the purchase and installation of at least one of Trico's "TRR series" of wiper product merchandisers. There are four variations to choose from covering various product mixes to suit your requirements.



The Trico Authorised Wiper Expert program is not tied to any particular reseller / wholesaler. Trico product is able to be purchased through any Trico stockist. To find a Trico stockist in your area scan the QR CODE!

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