

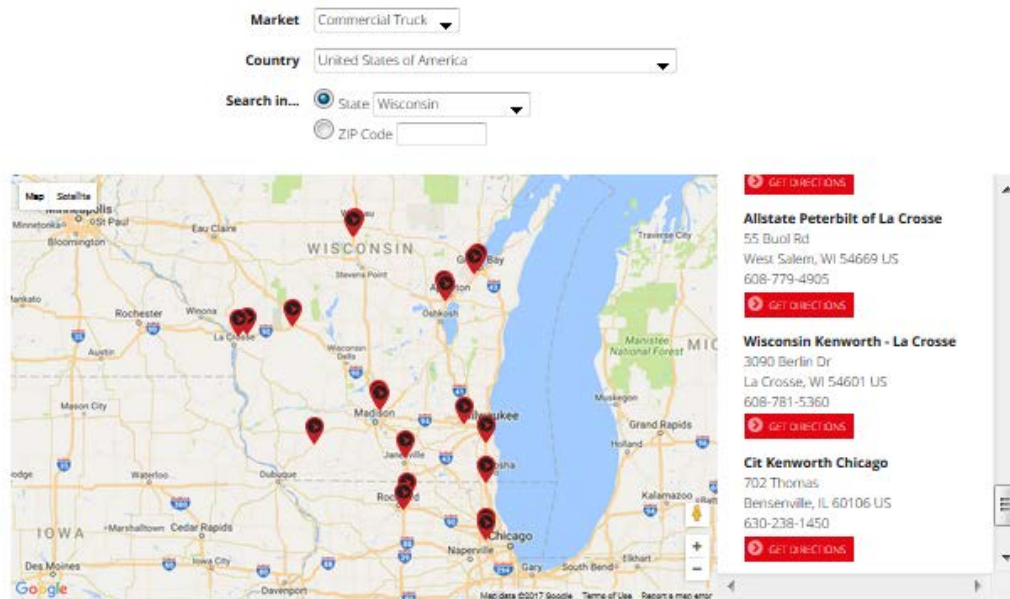
J.W. SPEAKER DEALER LOCATOR

Reference Guide - 2017

In an effort to connect end users with our distribution network, we've created an online dealer locator.

DEALER LOCATOR

Our aim is to steer end customers in target markets to our distributors' dealers so they can find and purchase J.W. Speaker products. We've started with distributors who support brick & mortar dealers, allowing end customers to find their local dealer on a map based on their location.



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WE INVITE YOU TO PARTICIPATE!

To qualify for the dealer locator, you must stock J.W. Speaker products and operate a dealer network comprising physical locations. We expect that both distributor & dealer locations are committed to J.W. Speaker and capable of filling orders on demand.

To get started:

1. Fill out the online application: <http://www.jwspeaker.com/dealers/application/>
2. Our team will then review the form for completeness and eligibility
3. You will receive an email confirmation when your store is published.

FILLING OUT THE ONLINE APPLICATION

Let us walk you through the online application:

Step 1 – What type of business do you have?

We are only able to show Brick & Mortar stores at this time. Be sure to pick one of the options including a Brick & Mortar store.

- A Brick & Mortar Store

Do you sell online? That's ok! We will be adding this feature in the future.

Step 2 – Company Contact Person

Most likely, this is you, the person filling out the form. If not, it should be a sales contact that works with our J.W. Speaker Sales Representative.

Step 3 - How many physical stores do you operate?

This field determines how many stores you will be adding to the dealer locator. We suggest you fill out this application for EACH store. To do this, you will choose "1" for this field every time.



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Step 4 – Physical Store Information

We need you to add the name, address, and phone number for each store location.

We also ask for an in-store contact for each location. This is just in case we have an end user call in and we need to contact the store to see if there is any inventory on hand. (This will not be published on our website.)

Step 5 – Primary Markets Served

You have the ability to check up to 3 Markets for your stores. This allows users to filter through the Dealer Locator results based on what type of product they are looking for. You must pick at least 1 market.

Step 6 – Distributors that you Purchase From

Name: Who do you purchase from? Let us know. This will help your application get approved faster.

Account Number: We are asking you to include your account number so that we may verify your J.W. Speaker purchase history. Again, this will help your application get approved faster. If you are not comfortable giving this out, please include NA in this field.

Do you purchase directly from J.W. Speaker? If so, use the name associated with your J.W. Speaker account and account number.

Step 7 – Terms & Conditions

We are asking you to comply to our MAP & Warranty policies. Should you break this promise, we will remove you from our Dealer Locator.

We are excited for you to participate in this exciting opportunity to gain more exposure and generate new business! Thank you in advance for your interest and support. For more information, contact your J.W. Speaker Sales Representative.



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