

PROSPECTIVE MASTER DEALER REQUIREMENTS

New master dealers should have a growth agenda as well as the internal resources and desire to establish a sub dealer network in the territory they serve. The following provides the criteria to define a potential *master dealer*:

	REQUIREMENTS	EXPECTATIONS
MASTER DEALER PROFILE	Business Type	Distributor of complementary retail products and accessories to truck owners who manage small to medium size businesses
	Master Dealer Ideal Customer Type	Commercial snowplow/landscaper with vehicles half ton or larger
	Share of Sales	Snowplow sales must represent or have the potential to represent 15% or more of their overall revenue
	Population Density	Serve a trading area of up to 1 M people or more
	Location	Near or within an urban centre
	Annual Plow Unit Sales	At least 24/year (40-50 ideally) based on territory/population
	Business Characteristics	Progressive, sophisticated, established and collaborative
	Showroom Space (to demo product)	Required/Preferred
	Warehouse Capacity (indoor or outdoor)	Required/Preferred
	Installation Capability	Required/Preferred
Hydraulic Experience	Required	