

Somfy Expert Program Comparison Chart

	EXPERT 4.0	EXPERT 3.0
Lead Generation		
Organic lead generation & distribution	✓	✓
Dedicated lead generation campaigns	✓	
Lead qualification and screening	✓	
Listing in Dealer Locator Tool	✓	✓
Business profile page on Somfy website	✓	✓
Sales Tools		
Somfy Showroom interactive demo app	✓	
Drapery motor configurator & spec tool	✓	
Showroom signage, displays and brochures	✓	✓
In-home motorization demo kit	✓	
Account Services		
Dedicated account representative	✓	
Direct purchasing of controls and peripherals	✓	
Priority service, support and answers	✓	✓
Monthly and quarterly pricing promotions	✓	
Invoice reporting required to maintain benefits		✓
No invoice reporting—all benefits for all Somfy Experts	✓	
Marketing Support		
Customized Benefits of Motorization landing page	✓	
Vehicle decals, website and email graphics	✓	
Access to Somfy photography library	✓	✓
Instagram and Facebook post images and content	✓	
Email graphics and content	✓	
Training & eLearning		
Two annual training sessions with Somfy Regional Manager	✓	
eLearning training program for Somfy products and services	✓	✓
Priority access to all Somfy trainings	✓	
Webinars and virtual training programs	✓	