



# LUNCH & LEARN

Approved Contractor Program







# Presentation Outline

- Requirements
- Benefits
- Moving up in the Program
- Sales & Marketing Tools
- Training & Education
- Technical Resources
- Certified Applicator Program
  - Requirements
  - Benefits





# Requirements





# Requirements



## Approved Contractor

- Licensed/Insured
- Commercial roofing experience
- No coating MFG certifications



## Platinum Contractor

- Licensed/Insured
- Commercial roofing experience
- Substantial coatings experience
- Approved by major coating industry manufacturers



## Platinum Elite Contractor

- Licensed/Insured
- Commercial Roofing Experience
- Substantial coatings experience
- Approved by major coating industry manufacturers
- Certified applicator on staff
- Continue to meet AWS quality standards





# Benefits





# Benefits

BENEFITS	APPROVED	PLATINUM	PLATINUM ELITE
COMPETITIVE PRICING	✓	✓	✓
TECHNICAL SERVICE SUPPORT	✓	✓	✓
PERSONALIZED CUSTOMER SUPPORT	✓	✓	✓
MATERIAL JOB QUOTES	✓	✓	✓
NO FEES REQUIRED	✓	✓	✓
CUSTOMIZED MARKETING LITERATURE	✓	✓	✓
MATERIAL WARRANTY AVAILABLE	✓	✓	✓
NDL SYSTEM WARRANTY AVAILABLE	✓	✓	✓
CUSTOM LEAD GENERATION WEBSITE		✓	✓
AWS GENERATED LEADS		✓	✓
PROJECT PROFILES		✓	✓
CO-OP MARKETING CAMPAIGNS		✓	✓
EXPEDITED WARRANTIES			✓
DISCOUNTED WARRANTY FEES ON PROJECTS >100K SQ FT			✓
PREFERRED LEAD STATUS FOR STRATEGIC ACCOUNTS			✓
QUALIFIED STATUS FOR CONTRACTORREBATE PROGRAM			✓
AUTOMATIC UPGRADE TO PURCHASE LEVEL/CABIN FOR THE STARBOARD ELITE CRUISE			✓





# Moving Up







# Moving Up

## Moving up to Platinum

- 3 American WeatherStar jobs installed:
  - Minimum 5,000 sq ft each
  - Minimum 1 metal & 1 flat
- Inspected by AWS at AWS' expense
- Passing grade of 8 on a 10 point scale

## Moving up to Platinum Elite

- Minimum one crew member become an AWS Certified Applicator
- Meets AWS quality standards
  - 100K sq ft per year installed & inspected
  - Scores a min of 8 out of 10 on inspections





# Sales & Marketing



# Sales & Marketing Tools

Project Previews

Project Previews

**American WEATHERSTAR** PROJECT PREVIEW

**JOB LOCATION**  
Slap Ya Mama Seasoning  
1679 West Main Street  
Ville Platte, LA 70586

**FACILITY SIZE**  
22,549 sq. ft.  
Adjusted size: 27,055 sq. ft.

**ROOF TYPE**  
Metal

**SYSTEM**  
Met-A-Gard+

**CONTRACTOR**  
Shield Coatings & Foam, LLC  
1109 Elm Street  
Pine Prairie, LA 70576

**SHIELD**  
COATINGS & FOAM, LLC

Page 1 of 4

800-771-6643 | www.americaneatherstar.com

Page 1 of 4

Page 1 of 6



# Sales & Marketing Tools

Custom Marketing Pieces

Marketing Tools



# Sales & Marketing Tools

System Boards with Samples

System Boards





# Training & Education





## Training & Education

***FASTACADEMY***

- Introductions to fluid-applied systems & products
- Traditional in-class multimedia presentations
- Hands-on demos with roof coatings & equipment
- Networking opportunities with industry pros
- Insights into sales & lead generations techniques
- Q&A sessions Platinum Elite Contractors
- 2-day & 1-day training courses available





## Training & Education

# **FAST**ACADEMY

FAST Training Classes







# Technical Resources





## Technical Resources

- Product Data Sheets
- Application Guidelines
- Detail Drawings
- Project Support Documents
- Quick Specs
- Roof Surface Cross Reference Charts
- Mastic Coverage Rates
- Safety Data Sheets
- Warranties

[Docs & Downloads](#)







# Certified Applicator Program

## Requirements

- Employed by an AWS Approved Contractor
- Completed Application
- Experience on a minimum of 2 AWS coatings projects
- Attend a FAST course
- Pass online QC test

## Benefits

- Build professional value in you and your team with recognition from an industry leader
- Certified Applicator Certificate
- SWAG





# Certified Applicator Program – SWAG





For more information, visit our website:  
[www.americanweatherstar.com](http://www.americanweatherstar.com)

