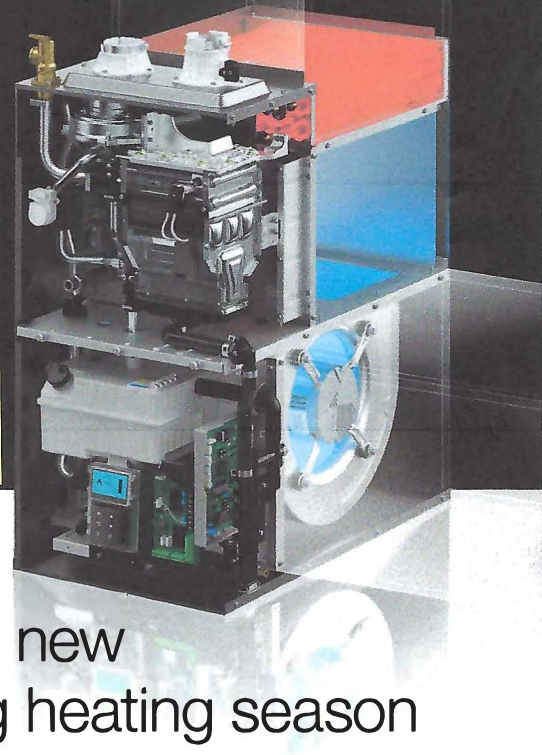




NPF 2024 TRAINING BLITZ

9/30/2024 9:30AM



Let's work together to get 2,000 contractors well-trained on the new NPF Hydro-furnace for the upcoming heating season

The Goal

Reps, trainers and academies will hold as many NPF trainings as possible throughout the week of Sept. 30 – Oct. 4. Target training number: 2,000 contractors.

The Audience

HVAC and plumbing contractors that can grow their business with the right training on the NPF Hydro-furnace. Participating contractors (trainees) will learn the features and details of the NPF, ensuring they are comfortable with and confident in the units as we enter heating season.

The Promotion Plan

The NPF Training Blitz will be promoted through social media, eblasts and flyers weeks before the trainings. The official training schedule will also be published on navieninc.com.



The Incentives

In addition to receiving valuable in-depth knowledge of the new NPF technology, participating contractors will have multiple opportunities to win prizes leading up to and during the Training Blitz week:

- **Swag Bag:** Each trainee will receive an NPF Training Blitz swag bag.
- **Class Raffles:** A prize (or prizes) valued at approximately \$100 USD will be raffled at each training class. One (1) \$100 USD-value raffle prize for every 10 trainees per class; prizes shipped to winners after blitz week.
- **Grand Prize Raffles:** A grand prize worth approximately \$1,000 USD will be awarded to 5 contractors randomly selected from the total pool of NPF Training Blitz trainees. Grand Prize Winners will be allowed to choose their grand prize from a digital shopping mall of available prizes.
- **NavienMate Giveaways:** Two (2) NavienMate sleep mats (one water heated, one carbon core heated) will be awarded to trainees randomly selected from each sales region. One sleep mat per winner, two winners per region (West US, Central US, East US, West Canada, East Canada).
- **Social Media Giveaways:** As part of a one-week social media campaign to promote the NPF Training Blitz, one NPF video clip will be posted each day along with a quiz question. Contractors who respond to each post will be entered to win a daily prize valued at approximately \$100 USD, plus be entered to win the grand prize of an NPF unit at the end of the social media campaign.

The Ask (what we need from you)

Schedule your trainings and provide dates, locations and contact information to training@navien.com by Sept. 3, 2024.

Philadelphia Suburban PHCC Training Center / 4072 Mount Rd. /
Aston PA 19014 / 9:30 AM – 12:30 PM
RSVP to psaphcc@gmail.com or Text (610) 506 – 3853
No RSVP = No Swag Bag!!!