

THOLEN'S HEATING AND COOLING INTERVIEW



An interview with a BCS LG Excellence Contractor

1. Why did you join the BCS LG Contractor program?

After taking a look at the LG product, I wanted access to all information available.

2. What benefits of the LG Contractor Program do you enjoy most?

As an Excellence Dealer, I receive better cost pricing, better warranty for my customers, and all of the support I could ever need.

3. Does the LG Excellence Contractor points incentive program assist in your selling process?

I am self-motivated for my company and want to provide the best experience I can for my customers. This is, however, a great bonus and allows purchase of giveaway items for customers and employees.

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4. Why should others join the BCS Parts LG Contractor program?

Over the last year I have found the ductless market growing fast. LG has proven to be an excellent product to provide for my customers.

5. Has the program helped your business or your job? If so, how has it helped?

Yes. The LG line of products has increased sales in the ductless market. The consumer can recognize the LG brand. It is a brand name they trust. This makes my job a little easier.

6. Has BCS Parts helped your business or your job?

Yes. BCS parts has become a great business partner helping with LG product as well as providing a full line of aftermarket parts at a very competitive price. All of the employees at BCS have helped refine my skills in

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