



MECP Toolkit for Distributors

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“The Mobile Electronics Certified Professional program is the 12 Volt industry’s mark of installation excellence and technical knowledge. This distinction demonstrates not only an installation technician’s skills and achievements, but also his or her dedication to the 12 Volt industry. It is therefore just as important that those at all levels of the industry show their support for MECP and encourage current and future installation technicians.”

*Bob Fields
InstallerNet
Chairman, MECP Committee*

What Can Distributors Do to Promote MECP?

- ✓ Display MECP logos in trade (B2B) print advertising and literature (*digital logo files available*)
- ✓ Display MECP logos on trade (B2B) websites (*digital logo files available*)
- ✓ Post the [MECP Code of Ethics](#) in your front office
- ✓ Know the levels, study materials, and testing process for MECP certification, including the Spanish study guide and technician exam(s).
- ✓ Become an MECP proctor
- ✓ Host MECP exams at your location on a company computer in a suitable (quiet) location. Become a local resource for retailers to take MECP exams rather than having to go to a Prometric test center.
- ✓ Offer MECP study guides for sale to your retail store accounts. MECP has a bulk purchase program for this whenever you purchase 10 or more of any one study guide.
- ✓ Subscribe to the [MECP On The Move](#) e-newsletter
- ✓ Share your success stories or content ideas with the MECP e-newsletter (MECP On-the-Move) by e-mailing mecp@mecp.com with “newsletter ideas.”

What Support Do Distributors Get From MECP?

- ✓ By becoming an MECP proctor, you'll have an opportunity to either call on or offer proctoring services to retailers with whom you may not currently do business. It's a great opportunity to enhance the quality of retailers in the market, thereby creating a better crop from which to choose as your own preferred customers. Proctoring is done according to your schedule.
- ✓ As an MECP proctor, the distributor is listed on the [MECP proctor list](#)
- ✓ Distributors can rent the list of e-mail addresses or physical street addresses in the MECP database to facilitate a promotion. The list can be only currently certified individuals, past certified individuals, technicians at a certain level, sales people, or any other number of filters such as by state or region. The list would be processed through a third party for security so the manufacturer does not see the list, but holds the benefits of marketing to that list.
- ✓ Receive an MECP banner for their showroom or main will-call area at no charge.
- ✓ Receive MECP counter cards and static window stickers for their showroom or main will-call area at no charge.
- ✓ Receive color MECP literature (intended for the retailer/installer) at no charge. Enclose the literature with shipped orders or have it available to walk-in clients.
- ✓ Receive a customized 2-sided 8.5"x11" B/W informational sheet describing the benefits for retailers and installation technicians to be MECP certified. You are responsible for printing, but it is designed to go in orders shipped or invoices mailed to the retailer.

Still have questions?

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Thank you for your support of MECP!