



MECP Toolkit for Manufacturers

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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 a Manufacturer Do to Promote MECP?

- ✓ Display MECP logos on product packaging (*print quality digital logo files available*)
- ✓ Display MECP logos in both trade and retail print advertising and literature (*all types of digital logo files available*)
- ✓ Display MECP logos on both trade and consumer websites (*web friendly digital logo files available*)
- ✓ Post the [MECP Code of Ethics](#) in your front office
- ✓ Subscribe to the [MECP On The Move e-newsletter](#)
- ✓ Share your success stories, tips and content ideas with the MECP e-newsletter (MECP On-the-Move) by e-mailing mecp@mecp.com with “newsletter ideas.”
- ✓ Convey the importance of staying relevant to your dealer base using industry specific credentials like MECP. This can easily be done in product training that is done nationally and regionally throughout the year.
- ✓ Take along and show current MECP study guides to any training audiences so they can see first-hand how great the materials really are.

- ✓ Create extended warranty periods for products installed by a verified, current MECP Certified Installation Technician. Warranty periods could also escalate by the MECP level of the technician (Basic, Advanced, Master).
- ✓ Create an analysis of their retailer database with who does and does not employ MECP certified technicians and track which stores have lower return rates, fewer technical support calls, etc. MECP can provide data for individuals who have listed an employer in their profile.
- ✓ Provide relevant technical data to MECP content development groups about your product category or technology, particularly in areas outside of the traditional products or processes covered in MECP materials.
- ✓ Have all sales staff become MECP Mobile Product Specialist certified. Going through the process and actually having that credential lends more credibility when talking to dealers and consumers about it.
- ✓ Have all members of staff involved in technical support become MECP Advanced or Master Installation Technician certified. Going through the process and actually having that credential goes a long way in talking to dealers and consumers about it. Did we mention that there are still fewer than 100 Masters in the whole country?
- ✓ Have your territory representatives become MECP proctors to offer an additional service to retailers with whom they visit. This will help in the event a retailer's employees are not willing/able to travel to a Prometric test center to take an MECP exam.

What Support Do Manufacturers Get From MECP?

- ✓ Receive monthly reports matching the names/city/state as well as certification level, status & CEA license number to validate any warranty extension or other in-house programs based on MECP certification. **These reports are free to the participating manufacturer.**
- ✓ Receive one-on-one training about the program background from an MECP representative. This will accelerate the ease of understanding all the MECP program elements as well as the process of acquiring study guides and doing testing.
- ✓ Manufacturers 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. Or, the entire database (40,000+ records). 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.
- ✓ Enclose MECP literature with shipped orders or invoices/statements mailed. Manufacturers can receive color MECP brochures (intended for the retailer/installer) at no charge. Free color literature is limited to supplies on hand and divided fairly among other participating manufacturer partners.
- ✓ Receive a customized 2-sided 8.5"x11" B/W informational sheet describing the benefits for retailers and installation technicians to be MECP certified. The manufacturer is responsible for printing, but it is designed to go in orders shipped or invoices mailed to the retailer. [Click here to see an example.](#)
- ✓ MECP PowerPoint slides for use as a stand-alone presentation or inclusion into your company's own training presentations. [Click here to see an example.](#)

Still have questions?

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Thank you for your support of MECP!