



MECP Toolkit for Retailers

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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 Retailers Do to Promote MECP?

- ✓ Encourage your entire retail store staff to become MECP certified, both technicians (MECP certification) and sales people (MPS certification).
- ✓ Create incentives to become MECP certified in the form of increased pay, bonuses, time off, gift cards, paid lunch or dinner, tools, or other creative motivational measures. Invest in your people and they will, in turn, provide a higher value to you as an employer and more credibility to your business in the eyes of a customer.
- ✓ Encourage technicians to continue to ascend each level of MECP certification until becoming MECP Master certified, again through motivational measures. Perhaps going to a major trade show, attend a manufacturer’s training at their location, increase in labor commissions, promotions, tool or shop improvement budget, etc.
- ✓ Maintain current MECP certification at all times for all staff members. Doing so tells your customers you are up to industry standard and also keeps staff members challenged to remain “connected” to important elements of industry knowledge.

- ✓ Display MECP certificates in your shop, customer waiting area, and/or installation bays
- ✓ Display the MECP logo on technician uniforms with custom silk-screening, embroidery, or with supplied MECP patches for each technician's level.
- ✓ Display MECP window decals and counter cards in your retail store
- ✓ Display an MECP banner in your store front or installation bay
- ✓ Display MECP logos in print advertising and literature (*digital logo files available*)
- ✓ Display MECP logos on retailer websites (*digital logo files available*)
- ✓ Post the [MECP Code of Ethics](#) in your showroom and in your installation bay -
- ✓ 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 Retailers Get From MECP?

- Receive promotional materials such as counter cards, static window cling stickers, and MECP line art (in JPG or EPS formats) free of charge.
- Use the contact information included in your toolkit to request a free MECP banner (2'x4', full color).

- At any time retailers can contact MECP via e-mail to inquire about an employee's or potential employee's certification status (current at which level, expired, or tested but not yet passed). This is a completely free service to any 12v retail employer.
- To inquire about the status of an MECP certified technician or product specialist, retailers must send an e-mail request to mecp@mecp.com with the following information:
 1. *Name of your store as the employer or potential employer*
 2. *Your name and title (as owner, manager, etc.)*
 3. *Name(s) of individuals you wish to inquire about including the city/state listed in their records at the time they would have achieved their certification.*
 4. *If they say they are certified, any additional information that you can provide such as when they became certified, CEA license number, level of MECP certification, etc. is always helpful, particularly when there are common names like "John Smith" being referenced.*
 5. *MECP can provide only their status of certification, either confirming they are or are not MECP certified, when they became certified (or expired) and at which level. Individual test scores are not available to retailers.*
- The MECP communications team is available to speak with a retailer's local newspaper or magazine reporter for comments from the program and CEA. This helps the retailer have more of a "national" appeal to customers in their immediate geographic region. To offer the MECP contact information to a reporter, simply ask them to send requests for interview or commentary to mecp@mecp.com. MECP will take it from there.

Still have questions?

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Thank you for your support of MECP!