



FAQs

1. What is the Power Pro Program?

Power Pro is an accreditation program for outdoor power equipment dealers. The program was developed for the North American Equipment Dealers Association (NAEDA) by the association's OPE Dealer Council. The Power Pro Program establishes a universal set of standards that dealers can use to "brand" their dealerships for consumer and industry recognition. These standards identify full-service dealers who have made a significant investment in facilities, wholegoods, parts, service, employees, training, tools, business systems, and sales/marketing/advertising.

The key areas of dealer-measured excellence are customer satisfaction, product excellence, expert service and professional image.

2. How do dealers earn accreditation?

Power Pro accreditation is first achieved through a self-evaluation process, completed by the dealer. There are four areas of self-evaluation/assessment in which a dealership must achieve a minimum amount of points to qualify for accreditation. They are 1) dealership location, facility, and image 2) sales, marketing and advertising 3) parts department and 4) service department.

Dealers must submit a completed application with supporting photographs to NAEDA for scoring. If the minimum scores are met in each assessment area the dealership will receive a notice of approval as an accredited Power Pro Dealer. News releases about the dealership's accreditation and the products carried by the dealership will be distributed to media in the dealer's market area.

The initial accreditation is good for two years after which time the dealership is eligible for re-accreditation. Random field audits will be conducted to verify accreditations.

3. How will a dealership benefit from being a Power Pro dealer?

By using a universal set of standards, dealers will be able to evaluate their operational practices, the effectiveness of their sales and service programs, and their ability to respond to challenges. Since accreditation calls for dealers to candidly assess their strengths and the opportunities to improve the operation of their dealership they will have a definitive blueprint on which to act.

Power Pro dealers will display a logo that brands their dealerships as a business where consumers can expect exceptional product knowledge, premium products, full service and complete satisfaction.

4. Can the Power Pro Program make dealerships more profitable?

Accredited dealers must have a business plan and it's incumbent on each dealer to build profit into that plan. Power Pro does not guarantee more profit but it is designed to help each dealer use accreditation to increase awareness of the dealership's ability to offer consumers a professional experience when they shop for outdoor power equipment. Today's consumers don't have that choice – there is nothing to differentiate a full-service dealership from a business that may only sell or repair equipment. Consumer expectations are higher than ever and a dealer who displays the Power Pro logo is branding his dealership as a value-added business.

5. How can Power Pro Program be used by dealerships?

The uses of the Power Pro logo are unlimited. Dealers with sound marketing plans will use the logo throughout their dealerships on Web sites, product displays, parts counters and service desks; on fleet vehicles, uniforms, sales and service tickets; on business cards, and in advertising.

6. What is the cost to belong to the Power Pro Program?

The OPE Dealer Council established an initial accreditation fee of \$395 for members of NAEDA's affiliated dealer associations and \$595 for nonmembers. The accreditation is good for two years. Upon renewal the fee will be reduced.

7. What is required to participate in the Power Pro Program?

Any retailer selling outdoor power equipment in North America is eligible to become an accredited Power Pro dealer. Eligible dealers must

- be an independent outdoor power equipment retailer
- have both parts and service departments
- maintain a current retail certificate and/or vendors license, and
- have business insurance or the financial responsibility for the liabilities of the dealership.

8. How will these requirements differ from a manufacturer(s) program or requirements?

Power Pro Program standards are used to affirm to consumers that a dealership operates under and meets (or exceeds) measurable performance standards. Industry – wide standards should not be confused with specific standards that manufacturers may require of their dealers. Manufacturers may work with their dealers to develop company or brand-specific standards, which include requirements above and beyond the basic industry standards outline in the Power Pro Program.

9. How will my customers benefit from my dealership being a Power Pro dealer?

Through assurance that they will be dealing with a financially stable, professional business operation with exceptional product knowledge and expertise, authorized sales and service, competitive prices, and premium brands and variety of products.

10. Will the program have a Web site for customers to find Power Pro dealers?

Yes, a Web site is under development to locate Power Pro dealers by zip or postal codes and the lines (products) they carry and service.

11. Does the Power Pro Program have a slogan?

“Power Pro - the Mark of Exceptional Dealers”