



The Link



THE MOBILE SELLING APP HELPS ME GET MORE DONE QUICKLY

RACHEL

Beyond Shades

"What I love about the mobile selling app is the ability to price out the entire home or project, for example with PowerView® Automation, and then adjust options for a particular room, to ensure we arrive at the client's "magic number." I rely on the app every day to allow me to only quote what can actually be done, and to quickly adjust an out-of-spec window within the space to a design option that will work. I share the videos a lot, especially the ones that show all the available operating systems for a product, so that my client knows what to expect and can share with others, too. There's no re-work either, no calls to discuss alternative options once I'm back in the showroom, and this helps me to achieve the client's absolute trust."

More Business, Less Effort

With The Link in action every day across the Hunter Douglas network, we're hearing from Alliance Dealers about their successes both with customer relationship management and mobile selling. But as with most software, we'll never be done. The Link continues to evolve with new developments to help you do more business, and make more money, with less effort.

- Online Tools—For All Dealers and Installers
- Customer Relationship Management (CRM)—For Alliance Dealers
- iPad® Mobile Selling App—For Alliance Dealers

Shown at left: A preview of the new presenter tool planned for a future release of the iPad Mobile Selling App.



HUNTER DOUGLAS DEALERS

ALLIANCE EXCLUSIVE

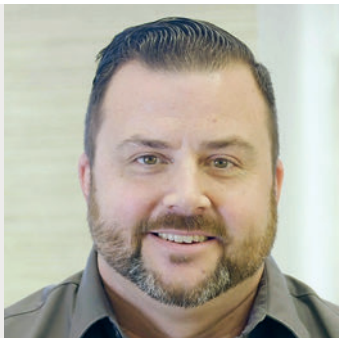


What's in The Link

Dealer/Installer Online Tools—All your favorites under one roof with one login, from Learning Center, Newsroom and Reference Guide to newer features like Chat, Knowledge and Support Cases.

Alliance Dealer CRM—Create customers for life and realize new business efficiencies with our best-in-class Salesforce customer relationship management (CRM) program.

- Customers, opportunities, tasks and schedules are connected for easy management.
- Product mix, sales pipeline and other reporting provide invaluable insights to steer a clear business course.
- Marketing postcards and design emails nurture repeat and referral business.
- Integrations with DirectConnect® and QuickBooks® streamline workflows.

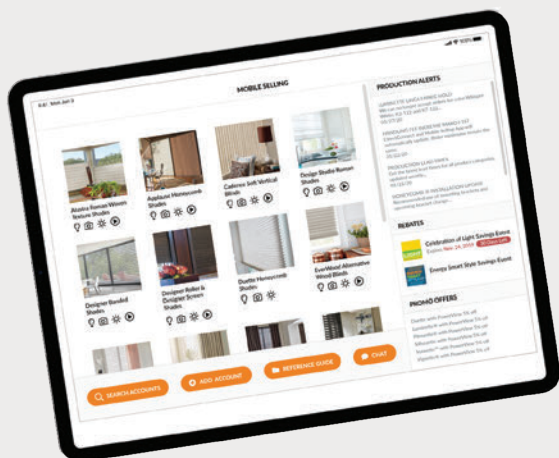


THE MOBILE SELLING APP HELPS ME GROW MY BUSINESS

MIKE

Don's Drapery Service

"I take it everywhere. My sales are up 10% thanks to the mobile selling app, and my margins are protected. When I'm in front of the customer and I provide a price from the app, they're much less likely to ask for a discount. Also, I close the sale in the home to block the competition. Of course, I can rest assured that what I promise them can actually be built. I call it my peace of mind app!"

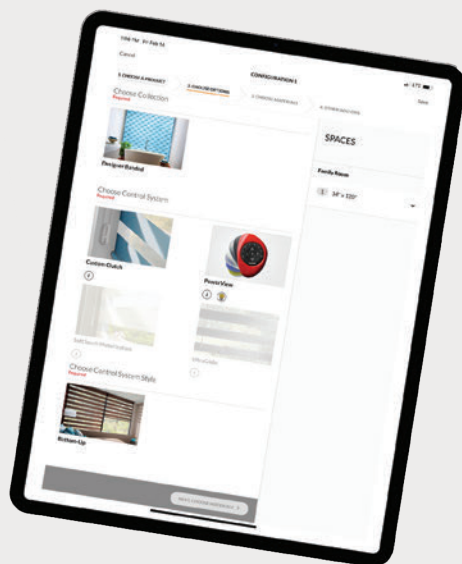


THE MOBILE SELLING APP HELPS ME ONBOARD NEW STAFF

RACHEL

Beyond Shades

"The app definitely offers an advantage for my new people. Not only is the app nice to look at and simple to navigate for them, it acts as their guided selling tool, filling in gaps in their product knowledge, ensuring they ask all the right questions and are reminded of all the available operating systems and design options that might suit the particular customer and situation."



Mobile Selling App for iPad®

The Link's easy-to-use iPad mobile selling app helps dealers discuss, quote and order Hunter Douglas products, on-the-go, to block the competition and accelerate revenue.

Smart Selling

- Start with window sizes and the app guides you through what you can build.
- Powered by DirectConnect®, preset pricing and additional charges to protect your profitability on every order.
- Present a shopping cart of product/price options, giving customers a choice of what they'd like to spend, and avoid needless discounting.
- Add non-Hunter Douglas products to your quotes, collect a signature and email quotes/invoices to your customer right from the app.
- COMING SOON! A new front-end presenter tool with videos, photos, promotions and production alerts helps you share product features and benefits before starting the quote. There's also an option to upload photos to showcase your own work.



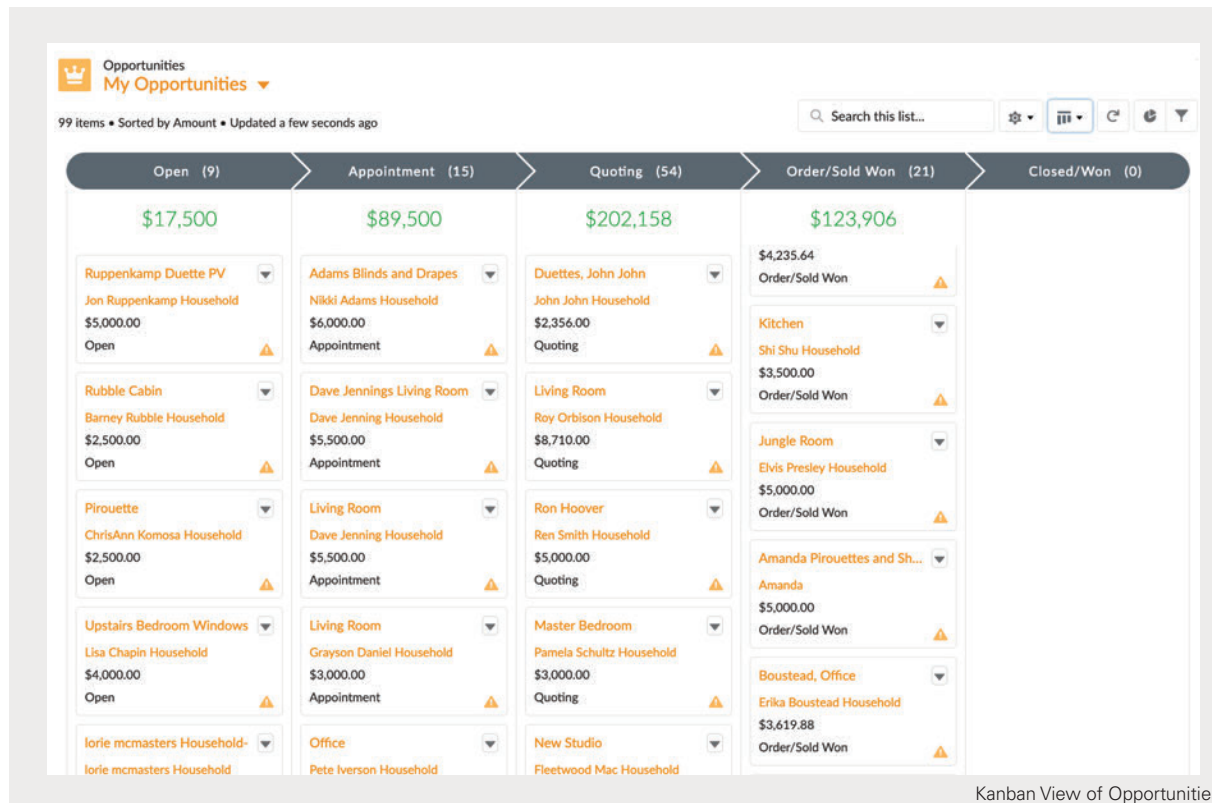
SUSIE
Furniture Finesse

"I love the ease of receiving and responding to new leads, as well as the step-by-step detail, from creating the opportunity through to the sale. My clients love getting the thank-you cards."



CARYN
Drapery Street

"I like the opportunities pipeline. If you keep close dates current, you get great visibility into what your current and future months look like."



Nurture Every Lead for Business Growth

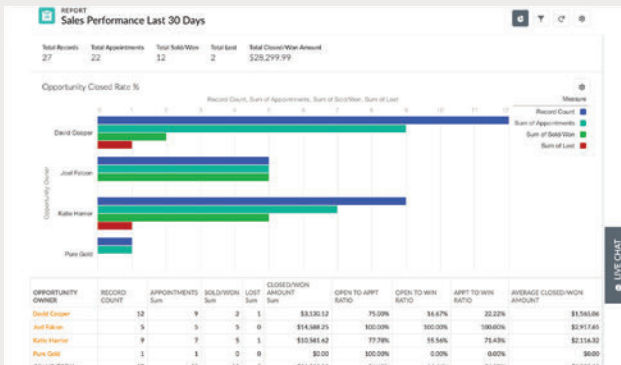
From Hunter Douglas leads to every walk-in, caller, website visitor or networking event, never miss an opportunity by capturing every prospect in The Link.

Create More Opportunities

- In just under a minute you can create an Opportunity for each prospect, quote or project. Then, access real-time data about projected sales, productivity and more, plus automate tasks like customer follow-up emails and staff reminders.

Manage Your Day the Kanban Way

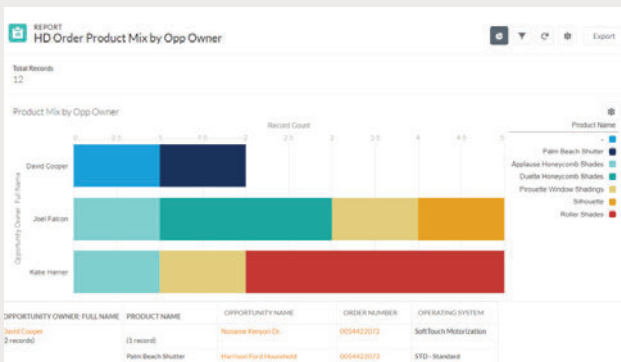
- Opportunities summaries or "Kanban" give a clear picture of where your projects are in the sales process, from quote to close. Use Kanban views to prioritize your day and determine how best to keep your sales moving and your staff focused.



Team Sales Performance

CAMPAIGN NAME	CAMPAIGN TYPE	LAST USED DATE	START DATE	END DATE	VALUE OPPORTUNITIES IN CAMPAIGN	VALUE WON OPPORTUNITIES IN CAMPAIGN	OPPORTUNITIES IN CAMPAIGN	WON OPPORTUNITIES IN CAMPAIGN
Facebook Ads March	Advertisement	2/14/2019	1/1/2019	1/1/2024	\$13,963	\$4,801	6	6
HD Request a Consultation	Internet	2/13/2019	1/1/2019	1/30/2019	\$29,343	\$22,145	6	6
March Houzz	Direct Mail	2/13/2019	1/1/2019	1/1/2045	\$4,013	\$4,013	1	1
March Home Show	Seminar / Conference	2/13/2019	1/1/2019	1/1/2045	\$3,127	\$0	2	2
Walk In	Other	2/13/2019	1/1/2019	-	\$26,882	\$1,653	7	7
Alliance Web Lead	Internet	2/13/2019	1/1/2019	1/1/2045	\$9,032	\$5,026	5	5
Grand Total (6 records)								

Marketing ROI



Product Mix by Staff



THE LINK GIVES ME A MARKETING EDGE

JASON

Skyline Window Coverings

"Quit wasting time and money on ineffective marketing. With The Link we track every marketing campaign and can tell quickly what is creating busy work versus which campaigns are generating revenue. We also track ROI so we never waste marketing dollars. And with new leads flowing right into The Link we can track the success of our Hunter Douglas leads as well."

Insights to Action

With The Link's robust reporting capabilities, it's never been easier to gain insights to make business-building decisions that drive growth.

Improve Sales Performance

- See how your team is doing so you can guide them to more effective selling with at-a-glance views of their open-through-won opportunities ratios.

Spend Wisely on Marketing

- Easy-to-access reports show which marketing efforts have the most impact on your sales. With insights into your campaign success, you can prioritize your marketing efforts, media mix and tactics.

Optimize Your Product Mix

- See how your product mix is performing—your purchasing history flows into The Link. For gross profit reporting, connect your quotes/orders to opportunities in The Link with a simple "sync quote" activity. See your product mix by individual staff and coach them on upselling of your most profitable lines.



Supporting Your Success

One-On-One Coaching

Our Customer Success Managers are standing by to answer your deeper questions and support your specific needs for The Link. Book in for an individual success consultation at livedemos.hunterdouglas.com. (Pre-requisite: please take Learning Center classes and/or attend group demos first.)

Live Group Demos

Live group demos on our most popular topics happen every week online via WebEx. Sessions support you with all aspects of The Link's Customer Relationship Management (CRM) program from beginner to advanced. Sign up at livedemos.hunterdouglas.com.

Release News

New features and enhancements are summarized at thelink-release.hunterdouglas.com, and join The Link product team for Release Live events to see all the latest developments and hear what's coming up.

Support

Use Live Chat or create a Support Case in The Link, or call Customer Support and follow the prompts for the Online Tools team:

US: 1.844.HUNTER-D

Canada: 1.800.265.8000