

# WELCOME TO

# Alliance PRO

GROWTH, SIMPLIFIED.



OPEN TO ELEVATE YOUR BUSINESS

WELCOME TO

# AlliancePRO<sup>TM</sup>

an innovative platform designed to take your business to the next level.

## WHY ALLIANCEPRO<sup>TM</sup>?

As an Independent Elevator Contractor, **you're the hardest working group in the industry.** You're spending 80 hours a week **running your business, following up with leads, generating quotes, managing the team and everything in between,** from the office and from the hoistway. It's a never-ending job, and that's why **we want to help you spend less time under the mountains of paperwork on your desk, and more time in the mountains, enjoying the view.**



## WHAT WILL ALLIANCEPRO<sup>TM</sup> OFFER MY BUSINESS?

- Qualified Lead Generation
- Time Management
- Network
- Visibility
- Growth & Profit

**AlliancePRO<sup>TM</sup>** is growth, simplified.

Let's get into the nitty gritty of just how great this will be for your business.

**AlliancePRO<sup>TM</sup>**  
GROWTH, SIMPLIFIED.

# TIME MANAGEMENT

## TIME MANAGEMENT

Time is your most valuable asset, but there just never seems to be enough of it — we get it! That's why as an AlliancePRO™ member, you will have access to the AlliancePRO™ ToolBox™, a software designed to speed up your day-to-day management — from **qualified leads** sent right to your inbox, management of leads, quotes, and client communication, we make it all more efficient. **Work smarter, not harder!** You'll also have member access to **special workshops** and receive **priority tech support**, all in an effort to get you home to your family after a hard day's work.

Without an automated sales & marketing system,

**79%** of all marketing leads are  
**never converted to sales.**

— Source: Pardot by Salesforce



## WHAT THE TOOLBOX™ PROVIDES:

- Qualified Lead Generation
- Activity & task scheduling
- Project note taking
- Project file management
- Activity dashboards & notifications
- All important contact information (clients, leads, network)
- AlliancePRO™ Help Desk chat
- Project team roles
- Up-to-date status on all jobs
- Schedules/Goals/Deadlines
- Bid reminders
- Industry news
- And more!

# NETWORK

## NETWORK

As an Independent Contractor, you're probably used to doing things independently. The AlliancePRO™ Network is an opportunity for you **to connect with other experts** in the field **to share advice, ideas, and everything in between.** You don't have to worry about making the right decision about something you've never done before. With the Network, you can **talk to someone who has already been there, and done that,** and can offer you sound advice on which decision to make. And, you'll have the opportunity to share your expertise with them.

How you **gather, manage and use information**  
will determine whether you **win or lose.**

– Bill Gates



**41% of professionals**  
would like to do **more networking,**  
but **don't feel** they have enough time.

– Source: Editorial Intelligence

## EXCLUSIVE ACCESS TO:

- Interconnected independent contractor's community knowledge base
- Relationships with a core group of individuals that understand your position
- Relationships with architectural firms & building owners
- AIA CEU relationship building workshops
- A library of knowledge of AES product and technical support
- Fresh, relevant industry news and editorials

# VISIBILITY

## VISIBILITY

When you're competing against the majors, it can be hard to get noticed. **That's where we come in.** Your AlliancePRO™ membership will provide you with **local and national visibility**, and the opportunity to **show what you have to offer.**

**82%** of B2B marketers say  
**brand awareness** is the  
**most important goal,**  
followed by sales and lead generation.

— Source: Content Marketing Institution



## EXCLUSIVE ACCESS TO:

- Technologies and strategies to strength you on a national, regional and local level
- Access to the latest marketing methods and sales tools
- Customizable marketing programs to improve brand awareness and recognition
- Marketing Co-Op funds
- Increased website traffic
- Positioning your business as an expert in the industry
- Nationwide AlliancePRO™ member locator
- Hot leads passed on from online lead generator



# GROWTH & PROFIT

## GROWTH & PROFIT

As an AlliancePRO™ member, growth will be inevitable, and **we'll be with you every step of the way.** AES will not only give you money for exceeding your sales goals, but we'll also help **increase the value of your company** and **reward your hard work** by providing you with the tools and resources to manage your growth at a sustainable rate. **Go ahead...**put that down payment on the boat you've always wanted.

Companies **lose 20-30% in revenue** every year **due to inefficiencies.**

— Source: IDC Market Research







## EXCLUSIVE ACCESS TO:

- New project leads
- Tools and resources to organize and easily manage growth
- Reduced costs through AlliancePRO™ supply chain cooperatives
- AES low-rise, mid-rise, and freight elevator systems
- Earn money for exceeding your sales goals
- Increased earnings - increasing your company's value and equity position
- Long term business strategies and development assistance

# LEVEL BENEFITS



				
Geography Minimum requirements must be met*	National, Regional, Local	Regional, Local	Local	Subscription Only
Annual AES Sales / Monthly subscription cost	\$750,000/Included	\$500,000/Included	\$250,000/Included	\$0/\$299 per month
BENEFITS				
Access to the ToolBox™ (Lead Generator & CRM)	●	●	●	●
Refer a friend program*	●	●	●	●
Visibility on the AES PRO-Locator	●	●	●	
Access to the PRO Portal Library of knowledge, including AES product, technical and relevant industry resources	●	●	●	
Access to the PRO Network: Latest industry intelligence, networking platforms & open source dialogue (with other Pro's)	●	●	●	
Access to AES Architectural, Building Owner, and Elevator Consultant training*	●	●	●	
Relationship building workshops and AIA CEU lunch and learn participation*	●	●		
Access to AES discounted marketing support, tools and resources*	●	●		
AES Technical Support – Priority access	●	●		
AES collaboration on strategic growth, planning and execution	●	●		
1.5% AES contributed Marketing Co-Op Funds	●	●		
Earn 1.5% rebate for every \$100,000 over set sales goal	●			
Participation in AES supply chain cooperatives*	●			
Select Diamond members will be eligible to participate in AES Advisory Board*	●			

\*See website for additional details



# AlliancePRO<sup>TM</sup>

is innovative, groundbreaking, and the future of the elevator industry.  
We want you to be a part.

If you're ready to elevate your business, we're ready to help.

LAUNCHING: 2020  
EARLY REGISTRATION IS OPEN NOW!

SIGN UP: [AllianceElevator.net/AlliancePRO](https://AllianceElevator.net/AlliancePRO)  
MORE INFO - EMAIL: [ProSupport@AllianceElevator.net](mailto:ProSupport@AllianceElevator.net)  
- PHONE: 1-888-960-5596



Sales & marketing costs average from  
**15-35%** of total corporate costs,

so the effort to **automate**  
for more **sales efficiency** is  
**absolutely essential.**

- Source: Harvard Business Review

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GROWTH, SIMPLIFIED.



CHANGING THE INDUSTRY,  
CHANGING YOUR BUSINESS,  
SUPPORTING THE HARDEST WORKERS.

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