

JUNE 2020

EBOSS PARTNER WEEKLY UPDATE



OBJECTIVE OF WEEKLY UPDATES

Communicate market developments

Provide feedback on what is working

Discuss ideas/concepts to increase effectiveness of specification

Q&A discussion

30 mins - short & sharp

Purpose of Weekly Huddles

1. Increase effectiveness in influencing specification
2. Develop balance of F2F and digital engagement



JUNE 2020

EDUCATIONAL WEBINARS - LESSONS LEARNT PART 1



What is the purpose of inpractice presentations?

- Be seen
- Build network
- Deliver tactile experience
- Gauge personal interest
- Measure intent of future use
- Feedback on value proposition
- Stimulate discussion
- 6 monthly / annual update

Why are we delivering practice presentations online?

1. Can't rely on catering
2. Difficult to gauge interest/disinterest
3. No physical experience



What is the objective of webinars

Don't repeat what is already on your website

Focus on design support & technical ability to help deliver solutions

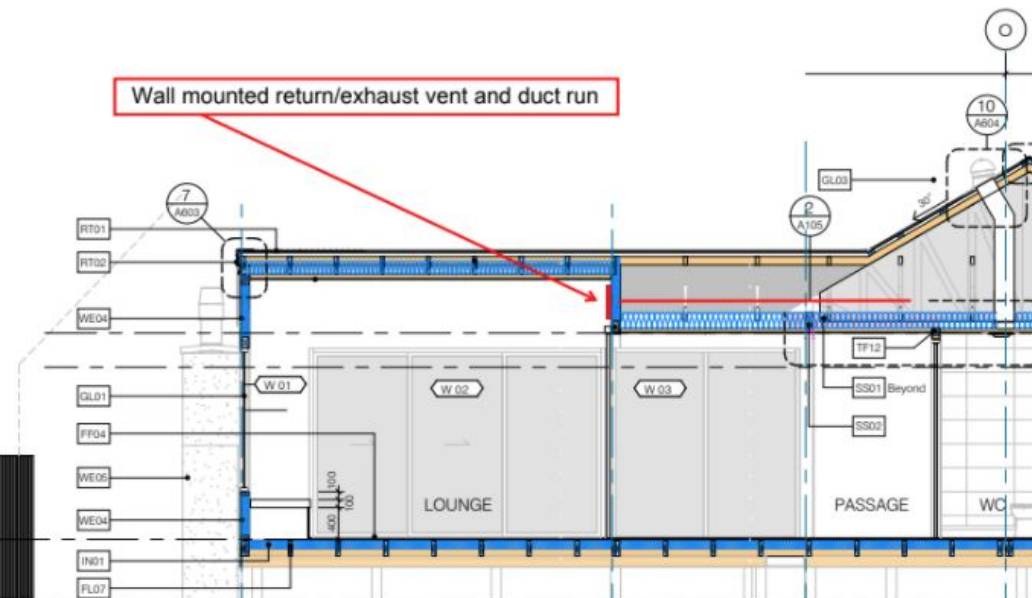


Webinar Objective is wrong

Demonstrate design support

NOT

Update product range/present product



Tested and BRANZ Appraised flashing solutions



TEST REPORT

TP02720-001-01

DYNAMIC WEATHER RESISTANCE TEST OF A VELUX FIXED SKYLIGHT - CORRUGATE ROOF WITH CUSTOM WATERSHED/FACTORY FLASHING

CLIENT
VELUX
629 Princes Street,
Christchurch,
Auckland 1062,
New Zealand

All tests and procedures reported herein, unless indicated, have been performed in accordance with BRANZ ISO9001:2015 Certification

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| TP02720-001-01 | 10 December 2018 | 1 of 16 |



TEST REPORT

TP02720-002-01

DYNAMIC WEATHER RESISTANCE TEST OF A VELUX FIXED SKYLIGHT - TRAPEZOIDAL ROOF

CLIENT
VELUX
629 Princes Street,
Christchurch,
Auckland 1062,
New Zealand

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Observations

- 15 minutes - respect their time
- Run polls - get engagement early
- Personal introduction & insight
- Hook them early
- Design Focus
- Focus on stories
- Plan a series & promote

Ideas

Talk through interesting case studies

Cover 5 FATQ

Present a specific application solution



Measurement

1. Number of practices participating
2. Impression created
 - i. I could work with him/her
 - ii. He/she really knows their stuff
 - iii. If I have a particular issue involving XX it is good to know there is someone available

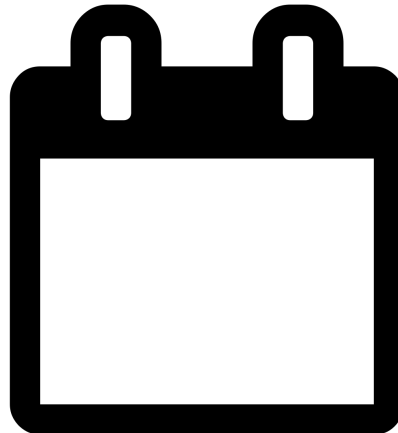


Next 3 sessions

5 webinar mistakes to avoid

Industry updates - Overview of practices under Level 1

Other?



Contact

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