

MERIDIAN CREATES SPECIALTY PROGRAMS FOR DEALER BASE

Meridian Audio has launched two specialty dealer programs to specifically target top retailers and custom integrators.

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Meridian Audio, widely recognized as a world-leader in high quality audio and video reproduction, has launched two specialty dealer programs to specifically target top retailers and custom integrators. The Meridian Premium Partner and Meridian Design Consultant programs seek to build a best-of-the-best sales network.

“Over the past few years, Meridian has received a boost to its marketing efforts by way of new team members, as well as luxury marketing expertise from the Richemont Group,” said Peter Wellikoff, CEO for Meridian America. “We’ve put the gained knowledge to work with the formation of these specialty dealer programs, which are targeted to excite the sales force about the brand as well as changing the mindset of premium shopping experience. Meridian’s elite sales network will be an extension of the company, and their retail spaces and demo areas will reflect the essence of the brand. This combination of appearance, rejuvenation, and education that will be a winning formula for our partners’ success.”

Both Premium Partners and Meridian Design Consultants have minimum display requirements each tailored to the specific level of involvement. Each partner that is in compliance with the program is eligible for increased VIRs, demo terms, and cooperative funding. Meridian will dedicate resources to partners for local and national advertising, as well as product and personnel support for local events.

Meridian has also restructured its training program to align with its newly focused efforts: “Sales Immersion” seeks to remind dealer staff that Meridian offers a full system solution with varying entry points; “Local Meridian Proficiency” programs cover installation aspects of connectivity and wiring; and a full, in-depth Atlanta-based product training, for which 3.5 CEDIA CEUs can be earned, is a must for all installers.

Premium Partners will receive the added benefit of a feature page in the Dealer Locator section of the Meridian web site. This microsite offers a history of the company, photos, hours of operation, and other pertinent information for customers seeking a Meridian retail outlet.

While Meridian has long worked closely with its dealer force, the new programs are tailored to offer a higher level of personalized services, training and support.