

## **TEMO Sunrooms Reports 7.8% FYTD Increase, Outpacing National Manufacturing Figures**

### **Corporate Training Program Key to Increase**

**Clinton Township, MI** – September 29, 2003 – National sunroom manufacturer TEMO Sunrooms says it may take a village to raise a child, but it takes a corporate team effort to raise sales. TEMO Sunrooms reports a sales increase of 7.8%, (fytd), well above the national average for manufacturers.

The most recent Purchasing Manager's Index (PMI) reported by the Institute for Supply Management (ISM) on September 1 showed a national increase of 2.9% among manufacturers, a slight rebound over yearlong downward trends.

“The basis of our success is a comprehensive corporate training program that involves all our key departments and teaches our dealers how to operate and market profitably,” reports Randy Dumouchel, Director of Marketing for TEMO's in-house marketing group, who coordinates the training program.

TEMO's 18<sup>th</sup> annual corporate training season kicked off September 8. The five-day sessions repeat throughout the month, with the season extending from September until early spring.

TEMO is unique among sunroom manufacturers, offering an extensive level of corporate support to its non-franchised dealers. “It's a win-win situation for the dealer, as well as for TEMO,” says Dumouchel.

Sessions are offered to any of TEMO's 150 U.S. and Canadian dealers who sell the TEMO sunroom manufactured in Michigan. Sessions are designed to give the dealers specialized training in all areas of the business from Administration to Marketing.

In 2002, 66 dealers came through the Dealer Training Program. All dealers that completed training received strategic marketing programs and creative products, and this month those dealers reported a combined increase of **\$4,207,513 dollars over last year (fytd) – a 43.8% increase.**

Additionally, Randy Dumouchel and the marketing staff teach the TEMO-developed Face-2-Face demonstration system as well as more sophisticated marketing concepts, including target marketing.

Dumouchel encourages dealers to take advantage of the many specialties provided by the full-service in-house marketing staff. This includes the ability to use sophisticated data analysis to target qualified sunroom buyers and develop the creative advertising materials to reach them. TEMO's Target Marketing reduces costs and produces higher quality leads for each dealer in their specific market.

## **SUPPLEMENT TO RELEASE**

TEMO'S Dealer Training Program provides an in-depth instruction and training format for retail operators. In addition to the marketing training, TEMO also provides in-depth sales training, conducted by Robert Randall, National Sales Trainer. The sales program gives detailed instruction on the sunroom design and in-home demonstration process.

Dealers and their teams learn about the unique engineering of the TEMO sunroom from the in-house engineering staff led by Registered Engineer Bob Walz, and how to install the sunroom from the National Installation Instructor, Race Hemby.

Phil Taravella, Steve Salter and Tony Maltese each provide important training and information in their departments, which include Design, Technology, Ordering and Shipping. And, TEMO President Jim Hall shares his administrative expertise to help dealers learn to organize and run their business profitably.

Company founder and CEO, Nino Vitale also gets involved, sharing decades of knowledge and expertise to dealers and their executives. Up until just a few years ago, Nino conducted all the Dealer Sales Training personally.

“Our philosophy has always been ‘we don’t tell you, we show you,’” says Nino. “We don’t just provide our dealers with product and wish them luck. We show them exactly how to operate a sunroom business, based on over 30 years experience. We develop personal relationships with our dealers and get involved. We want them to succeed.”

As the parent company of Tony V's Sunrooms & Spas, TEMO also uses its retail outlet (with two Michigan locations in Clinton Township and Canton), as training ground for new operations and sales efforts.

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