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» SOLAR AUTOMOTIVE WINDOW FILMS: SUCCESS STORIES

Cool Dreams Window Tinting, Sierra Vista, Arizona



Dealer Summary

Business:
Cool Dreams Window Tinting

Dealer:
Phillip White

Location:
Sierra Vista, Arizona

Length of Partnership:
13 years

Keys to the Relationship:
Mutual respect
Personalized customer service
Excellent dealer support

Excellent dealer service is the key to a 13-year relationship with Solar Gard®

True Partnership: Cool Dreams Window Tinting and Solar Gard

Phillip White, owner of Cool Dreams Window Tinting in Sierra Vista, Arizona, has been tinting cars for 21 years. Solar Gard has been his exclusive manufacturer for the last 13 years. Great partnerships are a two-way street and this duo has mastered the balance between loyalty and service.

What's the secret? The answer

is a deep respect for each other's business. White says the Solar Gard's sales team consistently notifies him of new films and asks if he'd like to test them and provide feedback. That gives him confidence in the quality of the products and helps him prepare for future offerings.

"Solar Gard gives its dealers excellent service and support," White says. "They provide training seminars and marketing tools and even

have a dedicated Web site to help dealers expand their business."

Thorough testing for durability, fading and other characteristics ensures that Solar Gard products are always top-quality. White has found Solar Gard's Ultra Performance window films to be particularly popular and his customers love the heat lamp display that demonstrates IR heat rejection.

But it's the company's personal touch that truly sets it apart. "The dealer services are fantastic. Anything I ever need, they'll make sure I get it, and often it means they personally hand-deliver it," White says. "I would highly recommend any new tint shop or existing shop partner with Solar Gard – it's simply the best product and service in the industry today."

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