

Gold Partner Training Programme

Comprehensive product knowledge, installation techniques & sales strategy

17a St Christopher's Way, Derby, DE24 8JY

5 minutes walk from Derby train station • Ample parking available

MORNING SESSION

10:00

01 INTRODUCTION TO BLIND SCREEN

- Company origin, vision & market position — UK manufacturing with Hallis Hudson
- Founders: Lenny (inventor, 20+ yrs) & Paul (lead generation & marketing)
- Government engagement — positioning as UK's most energy-efficient blind

02 MARKET RESEARCH & DATA

- Google Search demand: blackout blinds, fly screens & door blinds
- Blue ocean opportunity in fly screen digital marketing (lower CPC)
- University of Derby & Salford: 49% heat retention (double), 81% (single glazing)

03 PRODUCT RANGE & INNOVATION

- 100% blackout, thermal efficiency, cross-sell opportunities & shutter-level margins
- Sella Trim, Vano Seal, Thermal Technology & Sheer Intimacy fabrics
- IP portfolio: 75+ registered designs, 7 patents, 20–21 trademarks

11:15

04 PRODUCT SPECIFICATIONS — MODELS 01, 02 & 03

- Model 01: up to 1500mm wide, bifold door nets up to 3m, 10.6mm threshold
- Model 02: most popular — up to 4m (single) / 6m (centre opening), 30mm threshold
- Model 03: premium margins — 5mm threshold, goalpost install, skirting mod required
- Fabrics: Light Seal (blackout), Scene Set (dimout), Breeze In (net)

12:00

05 PRICING & SALES STRATEGY

- RRP website strategy: high RRPs allowing 68.33% perceived partner discount
- Sales approach: create desire → show the product → open-book selling
- Lead management & avoiding phone-only quotes for luxury products

12:30 – 1:30 LUNCH BREAK

AFTERNOON SESSION

13:30

06 HANDS-ON FITTING WORKSHOP

- Model 01 — practical installation, compact recess fitting for 100% blackout
- Model 02 — adjustable handles, single & Dual Screen fitting techniques
- Model 03 — goalpost setup, skirting board modification walkthrough
- Dual Screens: avoid white nets with blackout — use grey or black
- Q&A — open floor for installation & product questions

14:30

07 GOLD PARTNER PROGRAMME (OPTIONAL)

- Overview of Gold Partner benefits & what's included
- Lead generation — how Blind Screen drives customers to your business
- Done-for-you social media content — ready-made assets for your channels
- Enhanced support package — priority access, dedicated account management

15:00

Close