

## Tornado Gives Dealers Incentive

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CHICAGO -- Tornado, a manufacturer of professional cleaning equipment, is introducing a new American Express Awards program for its nationwide distributors, their dealer sales reps (DSRs), and equipment specialists (ESs).

The Tornado ExSELLerate program awards participants with cash on the American Express card every time they sell a qualifying product. They can then use the card, similar to a gift card, at any store or location where the card is honored.

“The way it works is quite simple,” says Sean Martschinke, assistant marketing director at Tornado. “One of our new vacuum cleaners, [for example,] allows participants to earn \$10 each time they sell one. Sell ten of the vacuum cleaners and \$100 is deposited into the card. The more sold, the more funds earned.”

Additionally, Martschinke says the card is re-loadable, so every month they sell Tornado equipment, more cash is deposited into the card.

Similar to other programs, some qualifying guidelines and requirements must be met. For instance, Tornado may add or remove certain products from the awards program, all sales and claims must be verified, and there are certain requirements to participate in the program.

Another goal of the program, adds Martschinke, is to help Tornado get a better grasp of the needs and challenges of cleaning professionals. This makes the program not only a promotional tool—but an educational one as well.

“We will be announcing more ExSELLerate programs throughout the year,” Martschinke says. “Tornado believes the program will help show our commitment and appreciation for our distributors.”

For more information, contact Sean Martschinke or Jolynn Kennedy toll free at 1.800.VACUUMS.

A Tacony company, Tornado Industries has been designing and engineering cleaning equipment for more than 80 years.

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