



## SmartAC Membership Accelerator Program

### Launch Readiness Checklist

#### Strategy & Internal Alignment

- Executive / Owner internal communication sent to the entire company
- Internal communication announcing CSRs & Techs are starting to sell new Maintenance Plans
- Payroll is aware of new spiffs/compensation and process changes

#### Smart Maintenance Plans & Pricing

- Smart Maintenance Plans created and approved
- Plans added to pricebook and/or ServiceTitan
- New install task codes created (if applicable)

#### Technology & Integrations

- ServiceTitan integration with SmartAC is completed
- Internal team has access to SmartAC Dashboard and tools

#### Marketing & Demand Generation

- Marketing assets approved
- Marketing campaigns scheduled per 12-month plan
- Social media teaser post launched
- Social media post announcing new plans launched
- Customer-facing landing page live on website

#### Operations & Inventory

- Inventory management plan in place
- First SmartAC order placed and scheduled to arrive before training

#### Training Completion

- Admin training completed
- CSR training completed
- Pro (Technician/Installer) training completed
- FAQs updated with company-specific Q&A