

DEALER PROGRAM

NITEHAWK SWEEPERS DEALER PROGRAM

The NiteHawk Sweepers Dealer Program provides the support to ensure the successful marketing, sales, and service of NiteHawk Sweepers. Our goal is to increase education in the sweeping industry and provide support to generate ongoing sales for the individual dealer.



Sweeping Business Expertise

NiteHawk Sweepers draws on decades of experience in the industry to help end users strategically plan their sweeping equipment mix, optimize operations, analyze cost benefit of using alternative fuels, determine the optimal preventive maintenance plan, and facilitate best practices and safety.

Competitive Finance Program

NiteHawk Sweepers has relationships with many lending institutions and have negotiated competitive financing rates and terms. Dealers will have access to these services for their customers. Please contact your dealer service representative for the latest programs and rates.

Marketing Support

NiteHawk Sweepers provide direct marketing support to dealers including templates for direct mail and email. In addition, NiteHawk will provide support for social media marketing, content for lead generation, customer cultivation, brand awareness, dealership branding, and customer loyalty campaigns.

Industry Advertising

NiteHawk Sweepers will provide national advertising in industry publications and websites to promote and build brand awareness. Leads generated by these campaigns will be forwarded to the dealer within the territory the lead originates. NiteHawk may also participate in local or regional advertising dedicated to generating leads in support of dealer sales and marketing efforts.



Dealer Cooperative Advertising

NiteHawk Sweepers will share with the dealership, on a 50/50 basis, the cost of exclusive display advertising of NiteHawk Sweepers. Cooperative advertising must be approved by the factory prior to eligibility.

Dealer Open Houses

NiteHawk Sweepers will support Dealer Open Houses where current and prospective customers are invited. NiteHawk can also provide onsite training and educational classes upon the request of the dealer.

Industry Shows

NiteHawk Sweepers may attend national, regional, or local municipal industry shows to increase brand awareness and generate leads. The focus of these shows is the Municipal Market Place. Please advise your dealer development manager for additional assistance.