

HAPPIER CAMPER RESOURCES

AMBASSADOR PROGRAM



WHAT IS AN HC AMBASSADOR?

HC Ambassadors are more than just loyal customers – they're passionate brand advocates dedicated to welcoming new members to the HC family. They've consistently demonstrated A+ engagement, showcasing their deep appreciation for the HC brand.

As an HC Ambassador, their role goes beyond simply showing their camper for a sale. They're here to share the unique spirit of HC and ignite the excitement of joining the vibrant HC1 community. Throughout the sales process, they'll be a trusted guide, ensuring a seamless and positive experience to prospective buyers.

BENEFITS OF BEING AN AMBASSADOR:

- A successful sale leads to a \$1,000 referral credit
- Compensation in cash or Adaptiv Credit depending on the level of engagement - more details upon joining
- Exclusive access to new products

WHAT ARE THE REQUIREMENTS OF BEING AN AMBASSADOR?

- Being a Happier Camper owner
- Loving your trailer
- Ability to share your experience with potential new customers

HOW CAN I BECOME AN AMBASSADOR?

Contact community@happiercamper.com.

TASKS INCLUDE:

1. Become an HC Guru

- **Personalized Camper Tour:** Give potential customers a tour for their needs, showcasing its features and benefits firsthand.
- **Unleash Confidence:** Communicate clearly and patiently via phone, text, email, or video call. Answer questions thoroughly and provide guidance to empower customers with a buying decision they'll love.

2. Craft Content

- **Share Adventures:** Create videos or photos showcasing the best of the HC world - breathtaking landscapes, unforgettable moments with loved ones, and the joy of exploring in your camper.
- **Product Enthusiast:** Test new items and create engaging content that highlights their advantages.

3. Setting Expectations

- **Expert Guidance:** Assist customers in identifying pros and cons of different camper options, providing detailed explanations based on your real-world experience.
- **Owning a Camper:** Set clear expectations of fiberglass travel trailer ownership, ensuring informed decisions and a positive ownership journey.