



Partner Program

2025 INFORMATION PACK

Partner Program

At Thermosoft Australia, we believe warmth is more than just heating—it's an experience.

Our Partner Program is designed for businesses or individuals who share our vision: delivering effortless comfort and intelligent heating solutions. We seek passionate partners to sell our products who align with our values of quality, trust, and customer-first service.

Our partners;

- Act with Integrity – Honest, reliable, and committed to quality in every interaction.
- Prioritise Customer Experience – Creating seamless, welcoming & supportive journeys for every customer.
- Share Our Passion – Enthusiastic about innovative heating solutions & dedicated to helping customers experience true comfort.





What Are We Looking For?

At Thermosoft Australia we seek partners who are not only knowledgeable but also passionate about delivering intelligent, stylish, and reliable heating solutions. To ensure a seamless, high-quality experience for customers, we work with partners who:

- Understand heating solutions – Experience in hydronic or electric heating preferred.
- Deliver excellent service – Warm, professional & customer-focused at every stage.
- Have a proven track record – Strong reputation for quality & trust.
- Hold relevant certifications & insurance – ABN & online presence preferred.

We provide ongoing support, expert training, marketing resources, and a collaborative network to help you succeed.

Partnership Tiers

We offer four main partnership types:

Agent Partners – Experienced heating professionals who handle the entire estimating and sales process for customers.

Wholesale Partners – An individual or business that qualifies for discounted pricing on Thermosoft Australia's products based on their annual revenue from orders with us

Trade Partners – Businesses who want to recommend and specify our radiators for their clients. For these partners, we handle all aspects of estimating and consulting.

Referral / Affiliate Partners – An individual or organisation that can collaborate with us to promote and sell our products. For referral / affiliate partners, we handle all aspects of estimating and consulting.



Partner Portal

Our Partner Portal is your gateway to sales, training, and expert support —all designed to help you deliver for your customers. Through the portal, you can;

- Access wholesale orders effortlessly.
- Explore detailed guides, training & resources.
- Experience the support of a dedicated team.

Discover how our Partner Portal simplifies your work.

Watch the introduction video to explore its features.

[Watch Video Here](#)



Partner Training

Our training goes beyond product specifications – it's designed to give you the expertise, confidence, and tools to succeed.

What You'll Gain:

- Expertise – Confidently guide customers to the best electric heating solutions.
- Clear Value Proposition – Understand what sets Thermosoft Australia apart & communicate it effectively.
- Sales Excellence – Tailored sales techniques that resonate with today's customers.
- Practical Tools & Technology – Sales tools that streamline your processes & enhance productivity.
- Confidence in Showcasing Quality – Demonstrate the elegance, reliability & effortless warmth of our products.



Interested?

We are currently seeking expressions of interest from businesses who would like to join our Partner Program.

If you'd like to register your interest, please visit www.thermosoftaustralia.com.au/partner-program and complete the application form or email dean@thermosoftaustralia.com.au.





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