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Tornado Introduces Award Program

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

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

1.800.VACUUMS.



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