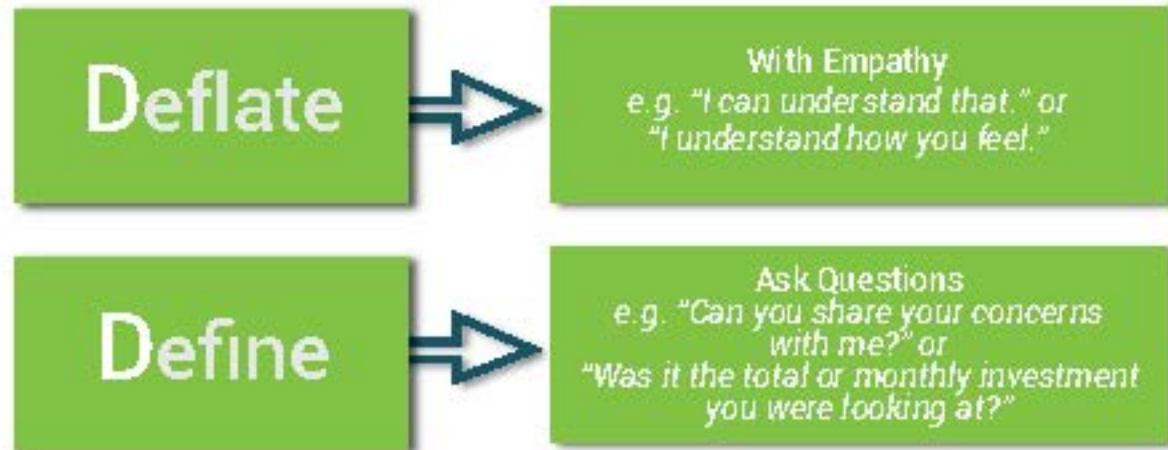


Handling Concerns

The Three D's



Price Objections

"The investment reflects everything you said you were looking for in a comfort system. To make sure we didn't include something you didn't want, let's review your Comfort Concerns.*"



Delete

Using
Comfort Concerns List*

Affordability Objections

"Let's have a look at how your Estimated Energy Savings* can help with that."



Delete

Using
Estimated Energy Savings*

Comparison Objections

"If you talk to others, there are several very important things to keep in mind. If you'd like, I'll jot them down for you."



Delete

Using
Wheel of Value*

Price-Comparison Objections

"The investment reflects everything you said you were looking for in a comfort system. If you'd like, I'll illustrate where the differences are."



Delete

Using
Comfort Concerns List*
and Wheel of Value*