

SPECIAL REPORT

BY STEVE HOWARD



SELLING TRANE IN TURBULENT TIMES

Foreclosures are on the rise, automobile show rooms are quiet, model homes are empty and oil prices continue to rise! Now may be the best time in history to grow your business. No matter the economy, there is always one hvac firm in your service area who is the market and profit leader. Here's how to assure that firm is yours:

"...comfort is a basic need. Without heat, pipes freeze - without cooling, people suffer...don't just sell...offer unmatched comfort for people"

PEOPLE DON'T STOP BUYING

Keep selling. Our economy is the engine that drives the world. The highest unemployment we've experienced in the last 50 years was less than 10%. Even during past recessions 90% of Americans had jobs, and were spending money on important products. People need hvac service and high-efficiency comfort systems now more than ever.

PEOPLE NEED COMFORT

Unlike many other items consumers buy, comfort is a basic need. Without heat, pipes freeze -- without

cooling, people suffer. To set yourself apart from the crowd, don't just sell furnaces and air conditioners for houses, offer unmatched comfort for people!

WE HAVE EXACTLY WHAT THEY WANT

Trane has combined years of consumer research, engineering and testing to provide the most reliable, energy efficient, consumer-demanded equipment ever. Today's consumers want what you're selling, the problem is most don't know it. Ask questions to help you and your customers determine what's best for them, then explain how easy it is to own it.

LET THEM KNOW YOU HAVE IT

When asked his key to success, General George Patton said, "Hit 'em where they ain't." While other

contractors reduce their marketing budgets, increase yours. When your competition stops marketing, ask their customers to become yours. Spend your advertising dollars wisely. First stay in touch with your customers then build momentum from there. Get with your Trane territory manager to discuss the best ways to generate service and sales leads now!

HELP THEM THINK ABOUT COMFORT

Routine service calls provide opportunities to improve your customers' lives. When their equipment breaks they must make one of three decisions; fix it, replace it or do nothing. When given an opportunity to imagine how much more comfortable they could be, many will opt to replace instead of repair.



DO WHAT'S RIGHT NOT WHAT'S EASY

When customers are apprehensive about spending money, their first thought is fixing the problem cheap and fast. In most cases we're doing a serious disservice if we don't give them a choice of lower energy bills, enhanced equipment reliability and increased comfort in their home with a new Trane comfort system. Give options and let your customers decide for themselves.

GET THEM EXCITED ABOUT BETTER COMFORT

Trane variable air flow is the key to comfort! After a day of non-stop stress, what's it worth to relax in consistent comfort? What's the value of a good night's sleep? Can you place a price on continuous indoor air quality for the entire family? What's the value of extending the life of home furnishings with precise moisture control? Won't most people pay a little more to hear the TV better with the comfort system fan running? With Trane's variable speed and Comfort R they're not just getting better comfort, they're enhancing the quality of their lives.

WE'VE GOT ENOUGH TO WORRY ABOUT

Research shows most homeowners are willing to invest money today to avoid costly problems tomorrow. When you offer Trane warranties, you're not only providing off-the-scale peace

of mind for your customers, you're gaining an almost unfair advantage over your competition.

THIS YEAR'S BEST INVESTMENT!

Interest on today's savings accounts and certificates of deposit is negligible. BUT the return on your customer's comfort investment could be 20% or higher (depending on rates, hours and efficiencies). PLUS their comfort investment increases when utility rates go up or a warranty repair is covered. After it's paid for they pocket utility savings tax free long into the future!

HELP PRICE-CONSCIOUS CUSTOMERS

Depending on weather and utility prices, it could cost 3 to 6 times more to run a comfort system than to buy it. Many folks are already paying for better comfort in wasted energy (they just don't know it). When they're concerned about price, show how higher efficiency costs less to own. Eliminate the competition by helping your customers own the highest efficiency they can afford.

MAKE IT AFFORDABLE

Your customer can own an \$8,000 comfort system for an investment of only \$240 per month. When you subtract the estimated energy savings from the monthly investment, most people can own a new comfort system for less than a cup of gourmet coffee per day. To lead the pack, offer

financing 100% of the time.

Give the assurance they crave. Many of your customers are concerned about the future. As their trusted advisor they are looking to you for guidance. When it's in their best interest, show that value exceeds the price, review how your solutions best solve their problems, explain how it's affordable ... then assure them installing a new comfort system is the right decision now.

ATTEND SALES TRAINING NOW

Selling is the engine that drives your business. Now is the time to improve your selling skills by signing up for a Trane Boot Camp by calling 800-515-0034. Trane Boot Camps are available all across the country. Every program is motivational, uplifting and will help you get focused on the most important element in business right now... selling comfort!

Steve Howard understands the problems facing the HVAC industry today. His books, articles, audio CD's, seminars and in-field consulting have earned him a reputation as one of the best known opinion leaders in the HVAC industry. His knowledge and insight comes from over 20 years of frontline experience and extensive research. To request a free special report on secrets to selling comfort, please send an email to:



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