

IAQ SALES TIPS AND FACTS FOR TECHNICIANS



1. Have the product available - Keep it on the truck; bring it into the home. Use the packaging to your advantage.
2. OFFER IT ON EVERY CALL! A simple “No.” is not going to kill you. You are the expert, be confident.
3. APCO Sales Video - Bookmark the video on you Smartphone, iPad or tablet and play it for the homeowner while you go off and start your maintenance/check-up.
4. Retail brochures are FREE of charge – Introduce them to the homeowner and leave them behind.
5. Offer options (Good/Better/Best, Silver/Gold/Platinum, etc.) - Lead with APCO and work your way down. Your standard UV product is your economical choice for price consciences customers.
6. Bundling – Combine an APCO with filters, thermostats and other repairs.
7. Personal Use - Buy an APCO, install it in your own home or shop and experience the benefits. There’s nothing like being your own walking talking testimonial. How many times do we hear this, “Do you have this in your home?”
8. Terminology - Don’t call them UV Lights. APCO is a Whole-House Air Purification System. You’re offering Indoor Air Quality Products (IAQ).
9. Hot button questions - Engage the customer and get them thinking about IAQ. “Is there a reason you do not have an air purification system?” “Are you concerned about your Indoor Air Quality?” “I noticed you use Glade plug-ins...Have you thought about an air purification system?” “Would you be interested in improving the air quality throughout your home?”
10. Be aware of your surroundings - Glade plug-ins, Febreze aerosols and scented candles are all masking agents and release VOC’s. Cats and dogs shed pet dander which is a trigger for allergies.
11. Protect your investment - The central A/C systems are the lungs of the home and we spend thousands of dollars on the equipment.....Wouldn’t you want to protect that?
12. As we tighten up our homes to make them more energy efficient, we trap in contaminants at the same time. These contaminants can cause respiratory issues. APCO can help eliminate these pollutants.
13. Organic Approach - More and more organic products. People pay \$10/lb. for organic chicken; why? No steroids, hormones, antibiotics, etc. They know they ingest that; we can do the same with the air in your home. Purification without injecting back in to the environment.
14. According to the Environmental Protection Agency (EPA), indoor air is often 5 times more polluted than outdoor air. On average people spend anywhere from 75-90% of their time indoors. Provide a solution to a problem they didn’t know they had. Repeat customers TRUST you and you are the expert on the environment in their home; by not providing them that information, you leave value on the table.
15. Don’t sell, solve! Customers know that the air in their home isn’t as healthy as it could be. They want solutions to “fix” their air, but only know that we have a solution if we present it to them. When customers are educated properly, the majority of the time they do not mind investing in IAQ products.

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16. Don't think with your own wallet - You do not understand the customer's financial capabilities so why make the decision for them? Don't let your own personal objection get in the way.
17. People don't care how much you know until they know how much you care. Show that you care about the customer and their home. Bring in the trash, pick up litter, take off your shoes, etc. Little acts of kindness and courtesy show that you are there for the customer, not their money.
18. Finance the product - This is a great time to upsell our products as they can put away the checkbook (Pull and cleans are about \$500 on average). Roll it all into a 12 month SAC type program.
19. Problem – Reaction – Solution
 - #1 – Problem: Identifying the initial problem is key, and will start the conversation. Example: Dirty coil and blower.
 - #2 – Reaction: Getting the customer to become emotionally involved in the problem. Generally it's not a positive emotion, which is good. People hate unexpected (expensive) problems, but will begrudgingly spend the money regardless understanding that more costly repairs may be needed if they do not commit to spending the money.
 - #3 – Solution: The final step is to offer a viable solution to help prevent the problem from occurring again. This is where the additional benefits of the product can be sold as the "Icing on the cake". Leave as a hero who has offered the customer a great solution to the "problem", a larger service ticket, and hopefully a nice commission in your pocket. The end result is a much happier customer, which is obviously beneficial to the business relationship.