

Dehumidifier Sales Success

MARKETING THAT WORKS

Homeowners are hungry for solutions to their indoor comfort and humidity problems; they just don't know where to go. Once consumers see the answer, they are picking up the phone ready to buy.

There has been an overwhelming response and high close rates with dealers who are now actively quoting the Aprilaire Whole-Home Dehumidifier. Just look at some recent examples:

- A dealer in Wisconsin is promoting the dehumidifier through direct mail and has already sold three units from the first mailing.
- A dealer in Ohio has received 30 leads from a mailing and is closing 40-50 percent of them.
- In New Jersey, another dealer sent 1000 letters & has already got 11 calls/appointments. They are so happy with the response that they are sending the mailing to 4000 more customers next week.
- Another Ohio dealer ran radio advertising and received five calls the first week the ads ran.
- In Missouri, a dealer sold two dehumidifiers in just one week after distributing consumer dehumidifier literature in their area.

The dealers who are having success are seeing their revenue & profit numbers increase dramatically. This is a prime season for selling Aprilaire Whole-Home Dehumidifiers that should not be passed up. There's plenty of summer left to enjoy the increased revenue & profits this product can bring this year.

Let's Get Quoting! ■

"We noticed a huge change in the humidity levels not only in our basement but throughout the whole house. I am very impressed with how the unit performs and the comfort it provides us."

- Ms. W, homeowner in Michigan

"We've lived with high humidity in our home for years - the musty smells, sticky and stuffy air, sleepless nights were all due to high indoor humidity levels. We've tried all kinds of different solutions, but none of them worked - until now. The Aprilaire Dehumidifier is a godsend - we feel more comfortable than we ever have - I'm telling all of my friends and neighbors."

- Ms. S, homeowner in Georgia

"The humidity level in our part of the country is unbelievably high in July and August so now is the time to get the message out."

- Joe, HVAC Dealer in New Jersey

"For years, we have received calls from customers asking how to handle humidity control in their homes and we haven't had a good answer for them. Now that I have been able to recommend the whole-home dehumidifier from Aprilaire, the response from our customers has been overwhelming. I am a believer that everyone will benefit from this product."

- John, HVAC Dealer in Texas

Create your own success story by promoting the dehumidifier.

- Add it to your change out quotes
- Share the benefits with all your existing customers
- Talk about it on your service calls

If you quote the dehumidifier, your customers will buy it.

Zoning and Multiple Pieces of Equipment, the Perfect Match

SALES OPPORTUNITY

Just how do you handle a job that starts out with your customer calling and saying “we have three systems in our building and we want to save energy and make it more comfortable?”

On the surface you may be thinking “well, if they have three systems, they have already zoned by installing multiple pieces of equipment.” This is simply not always the case, building uses and needs change. The building may have been fine for its original use, but now they have put offices in a space that used to be production or warehouse, and their comfort needs are simply not being met. In addition, businesses can save energy by only providing heating or cooling to the areas that need it.

The answer is Aprilaire Zoned Comfort Control.

In this particular job they have a 5 ton RTU that they want to divide equally into four

zones. The second unit is a 10 ton RTU that they want to divide into six zones with the smallest zone being 370 cfm and the largest being 720 cfm. The third unit is an 8-1/2 ton RTU that they want to divide into three zones with the smallest being 700 cfm and the largest being 1488 cfm.

Only Aprilaire offers the contractor a complete zoning line that can address the varying needs that this application has.

First, design a zoning system based on existing equipment and ductwork. Pick the right dampers, determine how the dampers should be adjusted, select the best bypass method, and last but not least select a thermostat to meet their customers’ needs. This starts with the Aprilaire Zoned Comfort Control System Design Guide. Follow it step by step through the complete design of a zoning system to ensure your project starts out on the right foot.

Second, install the right product to complete the job and satisfy the customer. Again, the answer is Aprilaire. With Zoned Comfort Control Panels designed to meet every application, 110 stock zone dampers, barometric and static pressure motorized bypass dampers, and a complete line of thermostats, Aprilaire has the equipment necessary to complete your projects and exceed your customers’ expectations.

Every successful project starts with the right design and ends when right products are installed.

Start your projects right with the Aprilaire Zoned Comfort Control Design Guide and end them right with the Aprilaire Zoned Comfort Control System. ■



The Aprilaire Zoned Comfort Control Design guide provides a step-by-step guide to a complete zoning system.

Aprilaire Whole-Home Dehumidifier Wins Prestigious Dealer Design Award

Aprilaire has been recognized for excellence in product design for its Model 1700 Whole-Home Dehumidifier in the first annual Dealer Design Awards Program sponsored by *The Air Conditioning Heating & Refrigeration News* magazine. An independent panel of 13 contractors acted as judges in the contest that had 119 entries from over 75 manufacturers. The company's whole-home dehumidifier was the Silver Award Winner in the Residential Products Category. *The News* is the leading trade magazine in the heating, ventilating, air conditioning and refrigeration industries.

The News publisher John Conrad stated, "Manufacturer design teams are coming up with unique ways to assist contractors in

installation, service, and maintenance. This awards program is an ideal way for our magazine to call attention to products that are designed with the installing dealer in mind."

"We are very honored to receive this award," said Robin Pharo, channel manager for Aprilaire. "The Aprilaire Whole-Home Dehumidifier was designed and tested by contractors across the country. By developing this new product category, Aprilaire is helping homeowners who are experiencing comfort issues and aiding them in preserving their homes and health. By expanding our offering of IAQ products we are continuing our commitment in helping contractors grow their businesses."



To find out more about the Dealer Design Awards visit www.achrnews.com. If you are interested in learning more about the Aprilaire Whole-Home Dehumidifier, please contact your Aprilaire District Sales Manager or visit www.aprilairecontractor.com. ■

Aprilaire's District Sales Managers

Whether you want your organization begin to selling a new product like UV lamps or dehumidifiers, or simply increase your close ratio on products you've sold for years, your local Aprilaire District Manager can help. Through their travels they have likely encountered another contractor with the same situation & can share their experience with you.

Growing your business is the only way we can grow ours. We don't manufacture products until a contractor sells them to a homeowner. Our District Sales Managers have worked with a number of sales people to help them increase their close ratio on any of our IAQ accessories. Our approach to selling accessories is simple but effective & is one we'd like to share with your sales people today.

- What to look for in a home that can indicate the opportunity for one or more accessories
- What questions to ask that will open the door to the prospect of a total solution approach verses just heating & air conditioning.
- The consumer benefits of any or all of our IAQ products to justify your installed price.
- How our literature can help support you during the sales call.

Successfully selling IAQ products requires your sales people to recognize an opportunity & then use the product benefits to justify your installation price. Our District Managers have worked with many sales people over the years which allow them to share many of the "best practices" in our



industry. If you'd like to schedule an appointment for our District Manager to come to your office & hold this type of training with you & your organization simply contact us at 888/257-8801. ■



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Get Ready for the Fall Selling Season

The Fall Humidifier Program is in full swing and now is your chance to reach as many as 4,500 homeowners to sell them a humidifier, and perhaps even a new heating system. Don't miss out on the opportunity to take advantage of Aprilaire's huge advertising buying power with only a nominal commitment from you. The enclosed enrollment form provides all the details and the simple steps to get on board. By signing up before August 15, 2004 there is even more incentive as you will receive free Weather Channel advertising tagged with your company's name. So don't delay, act today! ■

Let Us Know...

We welcome any comments and suggestions that you may have. Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).

What is the Energy Usage of the Dehumidifier?

In typical home conditions, the Aprilaire Model 1700 will run extensively for the first few weeks in order to reach the desired set-point of the unit. Once the condition has been satisfied, we find that a unit will typically operate less than 50% of the day.

Power Consumption of Model 1700	.825 kW
Electricity Rate (kilowatts per hour)	\$0.09/kWh
Cost of Operation per hour	\$0.075

Example: If the unit runs 10 hours per day, it will cost approximately \$0.75 per day.

Assumptions: "NORMAL" indoor inlet air conditions: (Indoor Temperature 75°F, Indoor RH 55%, Air Flow 275 CFM). ■