

November/December 2007 Volume 6, Issue 6

Differentiate Yourself from the Competition!



Aprilaire has launched a new line of humidifiers that is the most dramatic advancement in whole-house humidification since the development of the automatic control. These new Aprilaire humidifiers feature a new modern appearance, new automatic digital control with backlighting and even more value in the carton for the consumer.

The new design is based on extensive homeowner and contractor research and offers the most comprehensive and technologically advanced features available. Our study revealed that homeowners desire, and are willing to pay for, information regarding their living environment. Homeowners want to know:

- The relative humidity in their home
- When the humidifier is operating
- When to change the water panel
- When service is required

Also, all humidifiers with Automatic Digital Control now contain a Premium Homeowner Package - everything the customer needs in one box! It includes an extra water panel, indoor weather station, homeowners manual with instructional DVD and more. This premium package is only available from Aprilaire dealers.

Differentiate yourself from the competition and offer your customers the features they want and the value that only you as an Aprilaire dealer can provide. ■

**For more information, please visit
aprilairecontractor.com**



"Important - Wiring requirements for the automatic digital control are different from the previous model. Please refer to the template or the safety/installation instructions for wiring options."



Clearing the Air

To help clear the air regarding the true performance and value of today's electronic air cleaners, LMS Technologies, a leading independent test laboratory, has completed a comprehensive and entirely unbiased test of the leading electronic air cleaners in the industry. [Review the results.](#) ■

Advertising On-hold - Are Your Callers Hanging-On, or Hanging-Up?

Callers today spend more time on hold than ever before. According to some industry statistics, 70% of all business calls are placed on hold for an average of 45-60 seconds. That's an average of 7 out of every 10 calls. For many businesses, that adds up to hundreds of advertising hours and opportunities lost each year.

Turn Your Hold Button into a Salesperson for Pennies a Day!

Advertising on-hold can deliver powerful messages to your customers including - new product introductions, special or seasonal promotions and much more. Think of the last time you were put on hold. Was there silence (60% of callers abandon a call when put on hold with silence), an annoying beeping noise, elevator music or was there informative messaging that held your attention? On-hold messaging is a great advertising tool that can reduce hang-ups by 50%, inform and entertain your customers and most importantly, boost sales. A study by Telemarketing Magazine found that 1 in 5 respondents made a purchase or decision based on information they heard while on hold.*

On-Hold Samples

Click here (<http://www.aprilairecontractor.com/onholdsamples.aspx>) to view the Aprilaire on-hold messaging script and listen to or download sample tracks.

Health Brochure Kit

In the last Advantage Newsletter we referred to new literature that is targeted to allergy sufferers. To clarify the offering, the following is now available. These are great tools to give to Clinics, Pet Stores, Vet Offices and more.

Form # 2163 Healthy Home Checklist
Form # 236 Total Humidity Control
Form # 2269 Taming Your Animal Allergies

Each of these items is available individually and may be imprinted at no cost to our valued Partners in Comfort.

The item is also available as a kit, The Health Brochure kit, with a literature holder included. The kit includes 50 each of each of the 3 brochures in a 3-pocket literature holder.

The Health Brochure Kit is form #9955 and costs \$20 each. (a \$60 value)

The Health Brochure Kit IMPRINTED is form #9955C and costs \$50 each (a \$115 value). See your Aprilaire representative for details. ■



The Complete Solution from Audio Marketing Concepts** (AMC)

Audio Marketing Concepts is a provider of quality advertising on-hold messaging that works. With over 25 years of experience, AMC's team of professional scriptwriters, voice talent and sound engineers create productions that reflect the distinct personality of your business. A unique program tailored to your business by AMC can include: a digital advertising on-hold player, 4, 6 or 12 productions per year, scriptwriting, production, voice talent, shipping and more.

For more information call Audio Marketing Concepts at 1-866-433-6733 or visit them online at www.putmeonhold.com (<http://www.putmeonhold.com/>) (<http://www.putmeonhold.com/>).

* Facts provided by AMC from Telemarketing Magazine, Inbound/Outbound Magazine, Voice Response Inc. and Maximarketing.

**AMC is an independent vendor and provider of on-hold messaging services tailored to HVAC dealers. Aprilaire is not affiliated with AMC. On-hold messaging programs through AMC are managed entirely by AMC. ■



One Stop Shopping to Get the Most from Your Next Home Show!

Just in time for Home Show season, we are happy to provide a new Home Show guide and materials. This guide (form #9200) is full of valuable tips and tools to help you market your business with consumers in your area through home shows or other events, or even in your showroom. Materials include banners, product displays, customized giveaways, lead generation tools, mailers, and more.

Pricing is listed is at our cost and you may use co-op funds to cover 50% of these costs. See your Aprilaire representative for details. ■



Booties from Aprilaire!

Start the call off right by showing your customers that you are a professional and you care about their home. Your recommendations will mean more and they will remember you!

Aprilaire Booties can be slipped on in seconds to protect carpet, tile or wood floors from dirt mud and scuff marks.

- Case of 50 pair
- Convenient, dispenser box
- One size fits most
- \$20 per box

See your Aprilaire representative for details. ■

