

**Presenting System Options**

Tom Wittman

Advocate for the Success of Contractors

HVACCoachingCorner.com

317-750-1607

**Determine if this is a one step or two step call….**

Our next step is to review the system features until you are comfortable with the price. We can do that now if you like or it would be my pleasure to pop by and visit with you and anyone else interested in the price.

What would you like to do?

**What makes up the price?**

Three things make up the price:

The size of the equipment:

To insure reliable comfort

The features you want:

Any additional work required for

* Code Compliance
* Proper operation
* Health & Safety

**What do these prices represent?**

The Price represents everything your getting with your new system.

**Explain the Base system to me.**

The Base unit is similar to what you have. Similar temperature and humidity control, Better Filtration and Purification with the additional accessories that are included - It will save you a some money on operating cost and its slightly quieter.

**Explain the better system to me.**

The Better system is two stage. It will maintain better temperature and humidity control which will make the home feel more comfortable and reduce some of the hot and cold spots.  It will reduce some allergy triggers and remove more contaminants from the air. The Filtration and purification will do a better job of filtering and purifying which will reduce allergens and viruses in the home and it is much quieter  and efficient compared to what you have.

**Explain the Best System to me.**

The Best system is our Variable Capacity System

Which will maintain the temperature and humidity to with-in 1/2 of a degree from the thermostat set point.

It will Filter and purify the air 24/7 while making adjustments to the air volume to compensate for poor outdoor air quality.

Its also the highest efficient and quietest system available today.

**What should you say to De-Escalate the customer’s resistance of buying?**

Any one of these systems will do a Great job for you compared to what you have.

May I show you the one that will do the best job?

**How many seconds should you pause before going to another topic?**

4 to 5 seconds

**Why do you want to pause 4 - 6 seconds between topics?**

Give the customer a chance to respond and listen for buying signals.