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## Airwaves: Customer Information Link

1st Quarter Newsletter

January - March 2011

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**The spotlight's on**



This month we are spotlighting Pinnacle Air Conditioning and Heating in Cleburne. Owner and operator, Jared Gee, started the company in 2005 with a philosophy of specializing in high efficiency equipment and dedicated customer service.

Pinnacle has a gifted team of employees, including NATE certified technicians who focus on increasing the overall efficiency of the home. Jared says his customers are extremely happy with the lower utility bills and the quieter operation. Focusing on overall home efficiency is one tool that Jared uses to help establish long-term customers.

In addition to being consistently rated A+ by the Better Business Bureau, Pinnacle has had tremendous success as a Tappan dealer. Jared accredits this success to the superior quality of Tappan equipment and the overall service provided by Standard Supply. Jared stated, "I am very happy with the service provided by Standard and their employees. They provide me with the absolute best



customer service, which I can then pass along to my customers." With this success, Jared has met all requirements to qualify for the annual Dealer trip held in Jamaica this year.

Congratulations to Jared and the rest of the Pinnacle team. We at Standard Supply thank you for the opportunity to work with you and we look forward to a long-lasting partnership.

**Standard Supply**  
EST 1946  
DELIVERING SOLUTIONS

**2011**  
**DEALER MEETING**  
**AND TRADE SHOW**

**DINNER & DRINKS PROVIDED**

**Date:** February 24<sup>th</sup>, 2011  
**Time:** 3:00 p.m. - 5:00 p.m.  
**Tradeshow:** 5:00 p.m. - 8:00 p.m.  
**Location:** 1431 Regal Row  
Dallas, TX 75247

**Don't miss the chance to learn about new products and programs, as well as the Dealer Program 2011!**

**Please REGISTER by February 11<sup>th</sup>:**  
**ASK A COUNTER SALESMAN**  
**FOR A REGISTRATION FORM!**

**Everyone present will have the opportunity to win some great door prizes!**

## NEW LOCATION "COMING SOON"

Standard Supply will be opening a new branch in Harlingen, Texas.

We have recruited two solid industry veterans from that market to join our team. Charlie Robles will be our new branch manager and Scott Elledge will be the outside sales rep. We will serve the entire Rio Grande Valley area from this facility.

# Harlingen Branch

1805 N. Loop 499

Suite 110

Harlingen, TX 78550

More details to come once the branch is up and running!



Wall-Mount Heaters  
stone facade heating systems

Standard Supply is proud to announce our new line of **ClimaStar** wall heaters and towel warmers!

**The Perfect Heat** – These unique stone facade heating systems provide comfortable, energy-efficient heat and stunning beauty for your home or office. ClimaStar combines **Convection**, **Accumulation**, and **Radiation** heat technologies to not only produce a remarkably efficient heating source but one that is beautiful, compact and highly effective.

Safe, Simple Mount-and-Plug, Quick, and Easy Installation





## 25c Specifics in the Tax Bill

The House of Representatives gave final approval to the tax relief and benefits package, passed by the Senate on Wednesday. Among the items included is a one-year extension of the 25c tax credit, returned to pre-stimulus levels.

Some specifics of the bill as they relate to 25c:

- Eligible taxpayers can claim up to \$500 in 2011.
- An individual or household lifetime cap of \$500, which dates back to January 2006. For example, if an individual has claimed the 25c tax credit since 2006, for any qualifying upgrade up to or over \$500, they would be ineligible to claim the credit in 2011.
- As of January 1, 2011, the new credit levels will be:
  - **\$50** for any advanced main air circulating fan
  - **\$150** for any qualified natural gas, propane or oil furnace
  - **\$150** for any qualified hot water boilers
  - **\$300** for any item of energy-efficient building property

All efficiency levels stay at the current levels, except for natural gas and propane hot water boilers, and oil hot water boilers oil furnaces, which will move to 95% AFUE.

If you have any questions relating to the 25c tax credit or other items in this legislation, please visit [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits).



# Spring Special

## Wagner Cond. Motors

___WG840727	1/6HP 230 1075	\$43.17	___WG840728	1/4HP 230 1075	\$39.94
___WG840729	1/3HP 230 1075	\$42.24	___WG840730	1/2HP 230 1075	\$48.95
___WG840730	3/4HP 230 1075	\$60.35			

## Wagner Evap. Motors

___WG840583	1/4HP 115 1075	\$44.06	___WG840584	1/4HP 230 1075	\$44.12
___WG840585	1/3HP 115 1075	\$42.53	___WG840586	1/3HP 230 1075	\$50.00
___WG840587	1/2HP 115 1075	\$53.88	___WG840588	1/2HP 230 1075	\$55.00

## Nu-Calgon Coil Cleaners

___4291-08	Nu-Brite Cond.	\$13.55	___4168-08	Evap. Powr Evap. Cleaner	\$12.25
___4191-08	Evap. Green	\$12.98	___4171-75	Evap. No Rinse Aerosol	\$6.15

## Mars Contactors

___91431	3P 24V 40AMP	\$13.68	___91421	2P 24V 40AMP	\$9.09	___91321	2P 24V 30AMP	\$4.55
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## Mars Capacitors

___12005	5X370	\$1.55	___12007	7.5x370	\$2.04	___12008	10x370	\$2.32
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## Parker Driers

___083S	8CU 3/8	\$9.84	___163S	16 CU 3/8	\$9.55	___BF163S	3/8 HP Dryer	\$10.55
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## 5-2-1 Start Boosters

___CSR-U-13	Wire	\$22.29	___CSR-U-2	3Wire	\$28.18	___CSR-U-3	3Wire	\$31.71
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**\$438.47**

**Standard Supply**  
EST 1946

**\*Sale ends 5/31/2011**

## VENDOR PRICE CHANGES 2011

VENDOR	EFF DATE	ITEMS
BRASS CRAFT	1/1/2011	ALL PRODUCT
CLIPLIGHT MANUFACTURING	1/1/2011	ALL HVAC CHEMICALS
PRO 1 IAQ	1/1/2011	ALL IAQ PRODUCT
MIDWEST TOOL AND SNIP	1/1/2011	SNIPS
SYSTEM SENSOR	1/1/2011	VISIBLE PRODUCTS ONLY/ DETECTORS UNCHANGED
BRAEBURN	1/1/2011	15% MECH T-STATS---3-5% ON ALL OTHERS
DORMONT	1/3/2011	ALL PRODUCTS
FHP MANUFACTURING	1/1/2011	GEO THERMAL PRODUCT
NORDYNE	1/3/2011	EQUIPMENT
MALCO	1/3/2011	EVERYTHING
MORTEX	1/3/2011	EQUIPMENT
MOTORS AND ARMATURES	1/4/2011	ALL PRODUCTS
VENTURE TAPE CORP	1/17/2011	TAPE
JOHNS MANVILLE	1/14/2011	ALL INSULATION PRODUCT
K FLEX USA	1/31/2011	INSULATION AND ACCESSORIES
5-2-1 COMPRESSOR SAVER	2/1/2011	ALL CSRU MODELS
KLEIN TOOLS	2/1/2011	MINOR TOLL PRICING ADJUSTMENTS
AMERICAN AIR FILTER	2/10/2011	ALL PRODUCTS

# Grand Opening

## FEBRUARY 16TH

**Come see our  
New Allen Facility!**

Standard Supply will be holding an Open House on Wednesday, February 16<sup>th</sup> to introduce our new Allen location.

Many vendors including **Tecumseh** and **Klein** will be on-hand demonstrating products, answering questions, and giving away door prizes.

Fajitas will be served for lunch and you can use the attached coupon to get a 10% discount on everything in the store.



- Bigger Store/More Inventory
- Under New Management
- More Convenient Location
- Stocking Refrigeration
- Tecumseh Authorized



**Tecumseh**

**TAPPAN**  
Heating and Cooling Products



**Nu-Calgon**

**Milwaukee**



1305N Watters Road, Suite 120 Allen, TX

Open House – February 16<sup>th</sup> – 11:00-2:00

**T: (214) 383-8080 F: (214) 383-8084**

Visit [SSDHVAC.COM](http://SSDHVAC.COM) to print 10% off coupon

**“ JUST OFF  
OF  
US-75 ”**

**Save 10%**

**Provide this coupon and  
receive 10% off your purchase.**

**Offer Valid for February 16th at the Allen location**

**Disclaimers:** In stock items only, not valid for delivery, not valid on specially quoted items

## PRODUCT SPOTLIGHT

### M-Spector™ AV M12™ Cordless Multimedia Inspection Camera Kit



**Features:**

- 2 GB Memory Card included
- USB cable to computer
- Integrated Microphone and Speaker
- Rotate Live Images
- 4X Zoom, 4X LED Brightness Controls
- Waterproof Cable
- 12 Hour Run Time

**Milwaukee**  
PERFORMANCE - POWER - VERSATILITY

**HEAVY-DUTY  
5 YEAR  
WARRANTY**



## Using an Inspection Camera

Think about the number of times you've said to yourself, "If I could just see behind that wall, into that heat exchanger, under that compressor, or around that gearbox, I could fix this problem." Now think about the number of times you've had to tear a piece of equipment completely apart to diagnose a problem costing you valuable time and money. The industrial world is filled with spaces and components that are just out of reach for visual inspection. In

many cases, it takes more time to locate a problem than it does to actually fix the problem.

Most systems and machines around a typical facility are packed neatly into an enclosure or housing. In most cases, there isn't an easy way to get into one of these systems to trouble shoot a problem. Flashlights and mirrors get you part of the way there, but can you really be confident that you thoroughly inspected everything you needed to? Your only other option is to spend a considerable amount of time disassembling or dismantling the system.



Computer Numerical Controlled (CNC) machines, gear boxes, pumps, compressors, furnaces, boilers, engines, etc. are all extremely difficult to inspect without the aid of an inspection camera.

In today's digital world, it is extremely easy to incorporate pictures into your preventative maintenance program. Take pictures of critical wear items and compare them from one month to the next. By doing this, you can see how the condition of components change over time. Sequentially dated photographic records of these normally remote locations will help in the evaluation of maintenance and repair schedules.

Think back to all of the times that a digital inspection camera would have helped you solve a maintenance issue. A hand held inspection camera can be one of the most vital and most frequently used pieces of equipment in any maintenance department.

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**Did you know?**  
Standard Supply is a distributor of  
**Hoshizaki Ice Machines**



**KM CUBER ICE MACHINES**

- Fully compartmentalized design and sanitation
- Dual stainless steel evaporator
- Individual hard, clear crescent cubes
- HoshiGuard Antimicrobial Agent



- Food Service
- Office
- Entertainment
- Healthcare
- Hospitality
- Institutions
- Supermarket

*A Superior Degree Of Reliability* | [www.hoshizaki.com](http://www.hoshizaki.com)

# TRAINING 2011

## TAPPAN

Heating and Cooling Products

**Courses include:**

- 16 Seer Heat Pump and Dual Fuel – January 27<sup>th</sup>, February 17<sup>th</sup>, March 17<sup>th</sup> with Honeywell Prestige IAQ
- G7 Gas Furnace - January 26<sup>th</sup>, February 16<sup>th</sup>, March 16<sup>th</sup>
- Tappan IQ Drive A/C and Heat Pump - January 12<sup>th</sup>, February 9<sup>th</sup>, March 9<sup>th</sup>
- Tappan IQ Drive Zoning - January 13<sup>th</sup>, February 10<sup>th</sup>, March 10<sup>th</sup>

Visit [www.ssdhvac.com](http://www.ssdhvac.com) to view full course descriptions and class pricing.

**Questions? Contact Jerry Skates**  
 Phone: 214-630-7800 ext.131  
 Email: [jskates@ssdhvac.com](mailto:jskates@ssdhvac.com)



## Helpful Sales Tips for HVAC Contractors

### How to Overcome the 'Price Objection'

#### What to Say

If customers are still complaining about your price even after you've used all your usual tactics, ask, "Is price your only concern?" or, "Will your decision be based on price alone?"

They'll usually respond with either, "Well, it's a big concern!" or "Around here we try to weigh value versus price. We don't want the cheapest, but we don't want the most expensive either!"

Say something like, "My company has been in business for (number of) years. We run (number of) service calls per year and have done (number of) replacement jobs like yours. Most of those people got prices from other contractors. When they do, they always want to tell me why they chose me over my competition. Would you like to know what they told me were some of the reasons why they chose me to do the same type of work for them that I'm proposing I do for you?"





Some prospects will show more interest in what you've got to say than others, but any prospect upon whom you've already made a favorable impression will probably respond with something like, "Sure, go ahead."

Start reciting from the features and benefits list you've committed to memory. For instance, you can say, "We give you a 'Satisfaction Guarantee,' so you can't waste your money with us.

"We give you a 'Comfort Guarantee.' The equipment installed will cool or heat to your satisfaction, or be replaced with equipment that does.

"We give you a 'Firm-Price Guarantee.' Once the work starts, the price quoted is the price you pay, even if the job entails more work than estimated."

### **The Closing**

There is no set number as to how many features and benefits you recite before giving your prospect another opportunity to make a decision.

Look for these three buying signals:

- Head nodding
- Quiet murmuring, like, "Oh, I didn't know that," or even just, "Hmmm."
- Pupil dilation.

When you get all three, ask, "Do you see now why so many people buy from us and refer us to their friends and family?"

They'll usually respond in the affirmative. Extend your hand in a friendly manner, and say, "Welcome to the family. You've made the right decision. You've done exactly what I would have done if I were in your position. You're absolutely going to love it."

### **When a Handshake Isn't Enough**

Not everyone buys at this point. Some people will shake your hand, then jerk it away and say, "Wait a minute! I didn't just buy something, did I?"

I always just lighten the mood a little by shrugging my shoulders and saying, "Sorry, you shook," and we both have a little laugh.

When someone does anything other than buy, what they're really telling you is, "You have not yet given me enough reasons to buy." The solution is to give them more reasons by reciting more features and benefits.

You're looking for their hot spots. Some people are more interested in cleanliness, while others are more interested in expertise; still others are more interested in personal security, warranties, or convenience. Skip around these topics until it's obvious what they want in a contractor. When you get your three buying signals again, close again.



There is no hard, fast rule, but try to close after reciting every 6 to 10 features and benefits.

### The Truth About This Technique

No single feature and benefit is going to be the reason customers buy from you. They're not necessarily going to buy from you because of the specific content of most of your features and benefits list. In fact, if they're like most people, they're barely listening anyway. Their heads are flooded with their own emotions and feelings. While you're reciting your list, they're hearing the same thing Charlie Brown hears while his teacher is talking.

Inside their heads, they're thinking, "He seems to feel his price is more than fair. He certainly has enough reasons. I'll bet he could go on all day.

He ain't budging on price. I'm wasting my time by arguing with him."

That's when they decide to buy.





The advertisement features a blue and white background with a starburst logo on the left and a swirl logo on the right. The text includes the website [www.ronsmitthvac.com](http://www.ronsmitthvac.com), the name **RON SMITH**, and the slogan **HVAC SPELLS WEALTH**. The main heading is **Contractor Training**. A portrait of a man is shown next to a testimonial: "The contractor training program with Ron Smith was a huge success. We look forward to 2011 as we implement what was learned from this course. Thank you to everyone who participated and a special thanks to Ron Smith." Below the text are two photographs of a large indoor event with many people seated at tables.

[www.ronsmitthvac.com](http://www.ronsmitthvac.com)  
**RON SMITH**  
HVAC SPELLS WEALTH

## Contractor Training

The contractor training program with Ron Smith was a huge success. We look forward to 2011 as we implement what was learned from this course. Thank you to everyone who participated and a special thanks to Ron Smith.

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## The Truth About Maintenance Agreements

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Build your business on a strong maintenance agreement customer base and you'll enjoy a more predictable success rate. Look at the largest and most successful businesses in your area and across the country. They rely on their strong maintenance agreement customer base for their success, not the weather. Sure, weather extremes enhance their business, but they don't rely on the weather to have a great year. These successful contractors have recognized the real "lifetime value" of a maintenance agreement customer and they treat them accordingly.

The lifetime value of a maintenance agreement customer includes annual maintenance agreement enrollment fees + repair fees + accessory sales + add on and replacement equipment sales over the life of the relationship with the customer. When you add it all up, you can easily see that the value of a maintenance agreement customer with a single HVAC system could very easily top \$10,000 over a 10-year period of time. If your customer base has multiple units per house or building, the numbers are even more phenomenal.



Imagine having just 1,000 maintenance agreement customers. Over 10 years, that would translate into 20,000 pre-sold, scheduled maintenance calls; hundreds of billable repair calls; hundreds of accessory sales; and the vast majority of these systems would be replaced in a non-competitive sales environment. The end result: \$10,000,000 in sales over the next 10 years to a group of people who trust you and will help you grow your business for years to come. When you factor in the reduced need for advertising expense, unapplied labor time and a non-competitive sales environment, the profitability on these sales will be terrific.

That's the magic of maintenance agreements.

**Standard Supply**  
EST 1946  
DELIVERING SOLUTIONS

**Aprilaire**

**\$99**  
Normally \$115.00  
Limited time offer through June 30<sup>th</sup>

Inside 68° Outside 54° Set To 65°

SCHEDULE RUNNING  
CHANGE AIR FILTER

9:45 AM  
6/17/10

XYZ HEATING  
555-555-1234

Take advantage of  
**APRILAIRE'S NEWEST THERMOSTAT!**

**Lucky Reader Giveaway!!!**



We would like to show our thanks to the people who make Standard Supply such success...the customer! In an effort to show our appreciation, we have randomly selected five lucky readers to receive a special prize.

This quarter's winners will receive a Weather X Dynamo Lantern Radio. The Weather Dynamo features a heavy-duty, hand-crank motor for power generation, an AM/FM radio with instant NOAA weatherband radio, and a digital clock with date. It also has a built-in siren and blinker for emergency use.

**Enjoy your prize and make sure to read the next edition of Airwaves...the next lucky reader could be you!**

If your name appears below, you're one of the lucky readers! Please call Matt Whitehead at 214-630-7800 ext. 136 or email [mwhitehead@ssdhvac.com](mailto:mwhitehead@ssdhvac.com) to claim your prize

**James - Airworx**  
**Heather - Collin Air Conditioning**  
**Jeffery - American Mechanical Co**  
**Mike - HVAC Technical**  
**David - Berger Engineering**

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