

Coleman® In Home Selling Tool

When you're calling on a customer, now it's easy to inform homeowners of the benefits to upgrading their home comfort system with the Coleman® In Home Selling Tool! It's an effective, laptop-based interactive presentation designed to start a conversation that ends in a successful sale.

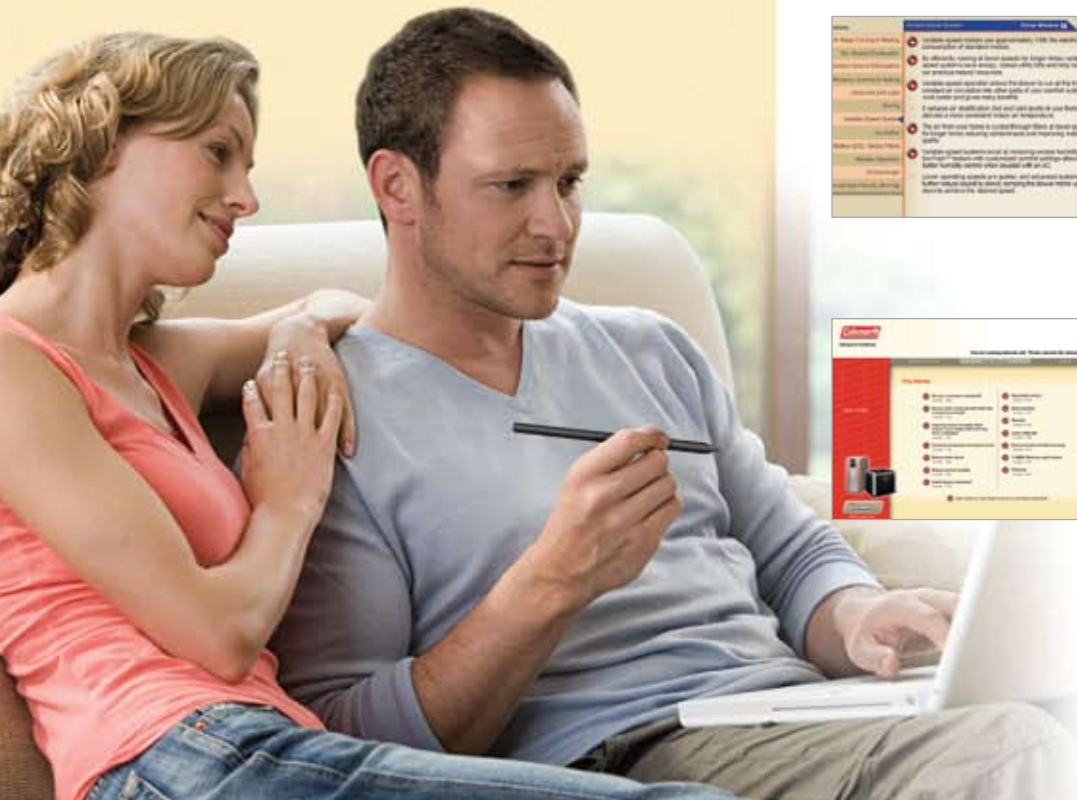


Open Minds with Educational Movies

Studies show that an educated homeowner is more likely to purchase a higher end system and accessories. Through our educational questionnaire, homeowners can view short movies on related HVAC issues, allowing homeowners to educate themselves on the topics that they are most interested in.

Answer Questions and Change Attitudes

Each movie is specifically designed to help you answer questions your customer is likely to have in mind. Information is presented clearly and colorfully. Animated pictures show how the features benefit the homeowner. You'll find customers want to talk about what they just saw—which makes it easy for you to turn the conversation into a sales transaction!



Make a Good Impression with a Personalized Opening

When introducing yourself, you get off to a good start by presenting a professional image with a screen personalized to the specific homeowner and showing your firm's name and logo.



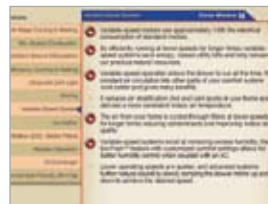
Create Interest by Asking Key Questions

Our home comfort questionnaire asks key questions to help evaluate the specific comfort needs of each homeowner. This information is presented later in a graphic report to help you customize your sales presentation.



See How the Homeowner Ranked the Importance

When you're ready to review the results of the questionnaire you're presented with a graphic report that ranks the homeowners HVAC interests by order of importance.



Get Insights that Help Make the Sale

The tool intuitively helps connect the dots by associating key issues with related product features and educational movies.

All the guesswork is gone and you can use these points in your sales process to help close the sale!



Reference a Library of Interesting Information

To put more sales power at your fingertips, the tool has interactive movies on 14 commonly asked HVAC topics. At any point in the sales process you can simply pick a subject and let the tool help you address the issue and suggest a solution.