

WORKING TOGETHER

Parts and people. In the news.

May 2008 Edition

In this issue:

20 YEARS OF PARTS AND PEOPLE

The history of Totaline.

CONSUMER FINANCING BUILDS CUSTOMER RELATIONSHIPS

Ed Gancarz offers tips.

IN THE DEALER SPOTLIGHT

Green Heating and
Cooling.

A STANDOUT CLASS

Totaline University
celebrates 50th class.



20 Years

**Parts and people.
Working together.**

TOTALINE[®]



As you've probably noticed by now, this year is the 20th birthday of Totaline. In this issue of Working Together, we decided to trace the roots of Totaline to rediscover just how the company pioneered the biggest change in parts sales in the history of the industry. Enjoy our stroll through the good old days of Totaline!

Also in this issue, you'll find some great tips on consumer financing from Ed Gancarz of the SHA+RP Institute. Ed offers strategies for improving customer relationships by offering consumer financing options.

There are a couple of new Free Stuff offers for May, including a Totaline watch and a Klein Tools® nut driver — see the article and www.totaline.com for details. And Jim Flynn is changing up the rules for his column, so check it out and see how you could earn even more Free Stuff.

In the dealer spotlight this month is Green Heating and Cooling in Georgia. "We put a lot of emphasis on communication with our customers," says Jimmy Gibson, general manager of Green. Find out how this has helped them remain successful since 1971, when they were founded.

This issue of Working Together is packed full of interesting articles, so if you catch a minute to relax, give it a read. Then, let me know what you think. I'd love to hear suggestions for future newsletters. E-mail me at Michael.Dziok@Totaline.com.

Mike Dziok
Totaline marketing manager

— 20 Years —



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NEW 2008 TOTALINE ONLINE CATALOG PROVIDES EASY, SAFE PRODUCT SEARCHING

Reports of paper cuts have all but stopped, and finger fatigue is at an all-time low since Totaline recently made its 2008 catalog available online at www.totaline.com, according to Mike Dziok, Totaline marketing manager. "Prior to the online catalog launch, we would hear stories about what the paper catalog could do to people," he said. "Now, employees and customers are safer and happier."

All kidding aside, the searchable catalog is a valuable tool that works just like a Google search. Users go to www.totaline.com, click the technician side of the site, click "What can I get from Totaline?" and choose the "Search our online 2008 catalog" button. At the top of the pop-up window will

be a search window; just type in a product and hit "Search." The search will return all instances of the search word that appear in the 2008 catalog.

Essentially, the same rules of a Google search apply to the Totaline catalog: for example, to search "Copeland hermetic compressors" specifically, users type that into the box instead of just "compressors." If a mistake is made while typing, the tool will attempt to make suggestions to point the user in the right direction.

"People can still use the paper catalog at their own risk," Dziok said. "But we recommend they try the new online catalog at least once. They'll be happy they did."

— 20 Years —



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THE HISTORY OF TOTALINE: 20 YEARS OF PARTS AND PEOPLE. WORKING TOGETHER.

Some might say the development of Totaline 20 years ago was a stroke of genius. But for David Buttermore, who is often considered the “father” of Totaline, it was more like a stroke of lightning.

“I went on a camping trip and was struck by lightning,” said Buttermore, who is now retired. “So while I was in the hospital, I was thinking that life is too short to be unhappy in what you are doing. As soon as I got out of the hospital, I had an opportunity to make a career change and I went into parts sales.”

It was in parts sales at Carrier where Buttermore found his calling. He noticed two things while there: that although Carrier had what he called “the best distribution in the world for equipment,” the company wasn’t leveraging that business for parts sales. Customers would buy their compressors from one store, for example, and their parts at competitors’ stores. Also, there were no

self-service sales stores offering generic HVAC/R parts. Customers would walk up to a counter in a store, tell the person behind the counter what they needed, and the person would run back to the warehouse to find the part.



“And then Dave came up with the Totaline concept,” said Augie DiNardo, director of sales for Totaline. “Before we started Totaline 20 years ago, we were just an OEM warranty house and our distributors were pretty much all warranty depots.”

Buttermore knew there had to be a better way. “My vision was always to be the ‘NAPA’ [Auto Parts] of the HVAC/R industry,” he said. NAPA was selling parts for all types of cars and trucks right off a rack on the showroom floor.

“Dave realized that this idea was more than just adding products, it was all about developing a concept, putting the right people in place, and forming relationships,” DiNardo said. “That is something I really respect about Dave — his vision and his ability to take a concept and move it forward. And that’s exactly what he did with Totaline.”

What’s in a Name?

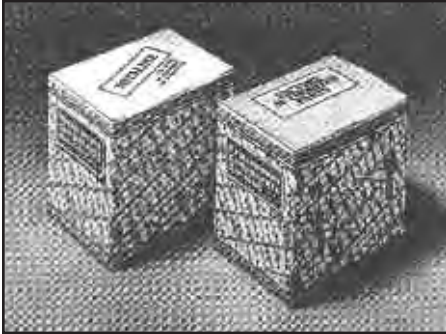
Buttermore had the idea; what he didn’t have was a name. Although the Replacement Components Division — what would come to be called Totaline — was officially part of Carrier Corp., he wanted to make sure the

— 20 Years —



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new name would reflect the breadth of line Totaline would offer that went beyond just Carrier parts. "We did a name search and hired a company that tried to give us a name and we ended up with nothing," Buttermore said.



The name search dragged out so long that, in a brainstorming meeting with the earliest members of the Totaline team, Buttermore declared that no one would leave until they decided on what to call the new venture. Offering a widely available, generic brand of quality products, parts and supplies that could be used on any equipment and purchased in self-service stores, the group had to find a name that conveyed the reach and reliability of the brand. "So at one point, I just said, why not 'Totaline?'" Buttermore said.

The group unanimously agreed: the name was perfect.

The Plan

Totaline had its name and a team of professionals ready to break new ground in the parts business, but as the pioneer of this new plan, there was no existing strategy in the industry for Totaline to emulate. "So the first six months that I was there, we worked night and day on a business plan and when we were done, we had a three-quarter-inch thick manual," said Phil Hider, who was manager of marketing services and was responsible for managing the brand in all phases globally.

The Totaline plan covered everything from

products and marketing to training sessions for counter sales staff. It also called for a business development group. "It was a group of people who would help distributors understand the business, even do store layouts for them," Buttermore said. "It was comprehensive." They provided distributors with a manual that told them, shelf by shelf, what to stock, how many parts they could fit in the store, and priced out how much product they needed, making it easy for distributors to implement the Totaline concept.

Totaline provided essentially a "turn-key program" to get into the market, according to Hider. "And I can't tell you the number of times we received calls from investors asking how they could become a Totaline parts store."

Throughout the early development of Totaline, the Totaline team communicated directly and regularly with distributors. "Everything we did with Totaline, before we implemented it, we would present to a distributor review board," said Bob Ravas, merchandising/business development manager. "It was made up of distributor parts managers who were in charge of the business in the field and they would give input and advise us."



Along with distributors, Ravas said, the board included the Totaline business development group, the Totaline marketing group, and other corporate representatives.

"One thing that always struck me was I never had someone say no, 'you can't do that,'

when you wanted to try something new," Ravas said. "They always said 'try it.'"

Building Momentum

Totaline began to see success as early as the late 1980s, when it held its first global parts meeting. The meetings became annual events that distributors and customers looked forward to attending. As well as focusing on the Totaline parts offerings and training, each meeting introduced new, unique products, including TotalTest, TotalSave, TotalClean, and NoSubBase thermostats. "I think those kinds of products helped us get our name out," said Gene Rickert, zone sales manager for the West Coast. "That's when we first started seeing that people noticed we had products that were competitively priced and that gave the contractors what they needed."

Harry Bufkin, retired corporate vice president of Thermo Industries and sales manager of its Totaline sales division, opened his first parts store in the late 1980s. "It was projected that a break-even point would be \$330,000," he said. "Our first-year sales were more than \$500,000."

Bufkin came to wholeheartedly support Totaline and went to great lengths to get the word out. "I had a big silver, four-door Lincoln car," Bufkin said. "I had Totaline flags and magnetic stickers on the door, so everywhere we went, we were flying the flag of Totaline. It caught a lot of attention."



Not only did distributors like Bufkin start to see success with Totaline, they supported the idea so much that they began competing aggressively to be named the Totaline distributor of the year. "We called it the

— 20 Years —



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Excalibur Award," Rickert said. "It was presented at our annual meeting. I think at that point it was the most prestigious award at Carrier. At one of our Excalibur ceremonies, our vice president dressed as a knight and came into the ceremony riding a horse."

To compete, distributors turned in reports, financials, and marketing and sales plans. "It made them analyze their business," said Bill Bruce, zone sales manager for the Southeast. "The award was a 600-pound rock with the sword of Excalibur in it."

The first Excalibur Award winner was The Climatic Corporation in Columbia, S.C. Bufkin's Thermo Industries won the following year.

The Challenges

Despite seeing success from the very beginning, Totaline still had challenges to overcome when it first introduced itself to the marketplace. "For my particular situation in the West Coast, distributors did not believe that we would be able to pull it off," Rickert said. The challenge was convincing distributors that Totaline was around to stay and could offer products at competitive prices to satisfy customers' needs.

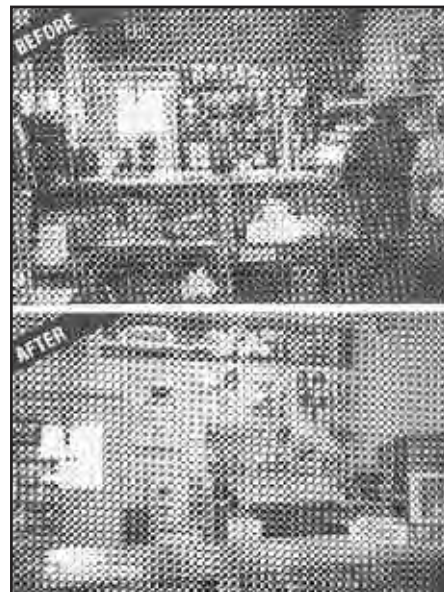
"It was the mindset of how to do business," Ravas said. "In other words, we were trying to promote self-service, and, at the time, not everybody was into that. They had the little room and all the parts were in the warehouse, there were no parts on display."



It was also difficult, Ravas admitted, talking the principles into investing money in the stores and the concept of Totaline. "It was just such a completely new idea," he said.

20 Years Later: An International Success

Today, Totaline is a global network of more than 800 stores offering thousands of HVAC/R parts — as well as aftermarket products for Totaline and all major HVAC/R equipment brands. "Here it is, 20 years later and a lot of folks didn't think we would be here today," DiNardo said. "We've stayed the course of Totaline for two decades. We've not varied from it. We've been focused on the one-stop shop and the Totaline network through our distribution channel. The legacy is there, and our folks today continue to take the ball and run with it."



Approximately 450 Totaline stores are in North America, with the rest overseas. "And we have just scratched the surface in my opinion," said John Witz, zone sales manager for the Northeast and Mid-Atlantic states. "There is so much opportunity in the

aftermarket business."

With stores continuing to open — the newest in Southern California — and Totaline aggressively going after the market, Ravas said that Totaline continues to be out in front in the marketplace. "I think Totaline was way ahead of its time," he said. "And it's still growing."

"We were the leaders," Buttermore agreed. "And Totaline is, as far as I know, still the best-known name in the marketplace. I am very serious when I say we had the best distribution in the world. We did and we still do. I think it's a pretty powerful name in the industry, and I'm really proud of that."

What makes Buttermore and everyone at Totaline even more proud, though, is the people who helped establish Totaline and continue to contribute to its success today. "When people believe in something, they are going to make it happen," said Rickert, who still works at Totaline. "We wear Totaline shirts, my car has a Totaline license plate. It's part of our lives and has been for 20 years. Parts and people, working together? We were doing that right from the start."



"We realize that it's a relationship business," DiNardo added. "People buy from people. That I learned from Dave 20 years ago, and I remember it each and every day."

— 20 Years —



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Stop clowning around with oil samples.



Introducing the TotalTest kit, a quick, non-messy acid and moisture sample kit.

There's no need to ever take an oil sample again. The TotalTest[®] kit allows you to check for acid and moisture by simply connecting it to a Schrader fitting. Its chemical crystals react to reveal contamination. That means no shutting down the system and, best of all, no more messy oil samples. The TotalTest 2 kit includes everything you need to test CFC/HCFC and HFC systems including R12, R11, R502, R500 and R410A.

FREE!

Totaline heavy duty rain poncho

Get a FREE Totaline heavy duty rain poncho with online offer completion and proof of purchase (2008 invoice showing purchase of a TotalTest kit and a tube containing five replacement tests from a Totaline distributor. See site for details.) Log on to www.totaline.com, click the link to "Free Stuff" for full details and follow the instructions. *While supplies last. One per person; certified HVAC/R professionals only.



— 20 Years —



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We'll make a fan out of you.

Aftermarket motors, blades, props, hubs, wheels, bearings and accessories.
 Get everything you need to do the job the *right* way from Totaline.



FREE!

Klein Tools® nut driver*

Get a FREE Klein Tools nut driver with online offer completion and proof of purchase (2008 invoice showing purchase of any Totaline or Emerson® motor and a Lau® blade from a Totaline distributor. See site for details.) Log on to www.totaline.com, click the link to "Free Stuff" for full details and follow the instructions. *While supplies last. One per person; certified HVAC/R professionals only.



— 20 Years —



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DEALER SPOTLIGHT: GREEN HEATING AND COOLING



A Green service van.

Jimmy Gibson, general manager for Green Heating and Cooling in Georgia, can point to two key reasons for Green's success: good customer communication and good people.

"We put a lot of emphasis on communication with our customers," said Gibson, who joined the company in 1992 as an installer. "We hear so many horror tales about companies that say they'll be at a customer's home between eight and five and maybe they show up and maybe they don't. We realize and understand how important our customers are, so we make sure they're informed."

Founded in 1971, Green Heating and Cooling is a full-service residential and commercial contractor specializing in heating, cooling, and indoor air quality for the state of Georgia, and for Charlotte, N.C. and Greenville, S.C. Offering new installations, replacements, system efficiency upgrades, IAQ advancements, repairs, and a comfort plan, the company spends an hour a week or more training its employees, and all of its technicians are NATE (North American Technician Excellence) certified.

"We arrive on time. We resolve issues the first time out. We have the best — very best — employees working with us," Gibson said. The company functions much like a family, he added. "All of our hires have come from recommendations from other employees. It's been great for us."

Green communicates with customers during every step of the service process to save customers money and give them peace of mind. "A typical service call starts with a customer calling in and setting an appointment," Gibson said. "The dispatcher will call the customer one hour before we arrive. When the technician arrives at the call, the technician briefs the customer, does a diagnosis, and then presents them with three options to resolve

the customer's problem. After the service is complete, we follow up with a phone call to assure our service was exceptional," Gibson said.

Green also keeps in close contact with the contractors they work with regularly. "That way, we're able to find out about upcoming work and better control the flow of work so we're not bombarded at one time," he said. Submission forms on the company's website give contractors and residential customers an additional option for scheduling service appointments easily, at their convenience.

Like most in the HVAC/R industry today, Green faces the challenges of the current economy, but Gibson said the company was prepared. "We have to be creative in our sales techniques and adapt to the market," Gibson said. "Fortunately, we started making changes in early 2006 to help us to better serve our customers in the current conditions."

Green's above-and-beyond commitment to employees and customers — not unlike the Totaline 20th birthday pledge of "Parts and people. Working together." — has garnered the company recognition in the industry. Green has been recognized as the Conditioned Air Association of Georgia (CAAG) Contractor of the Year and is a Bryant Heating and Cooling Systems Medal of Excellence recipient, accomplishments the entire Green family can be proud of. "Everyone has issues in their homes they are dealing with: dirty air, hot and cold spots, or whatever they may be," Gibson said. "Our goal is to resolve issues and create the best indoor environment they have ever experienced."



From left to right: Jim Gibson, sales; Brandon Chapmen, production manager; and Jimmy Gibson, general manager. In front of the counter is Jimmy Green, owner.

— 20 Years —



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STUMP JIM FLYNN



Totaline training manager Jim Flynn answers your questions about Totaline and the HVAC/R industry.

NEW MONTH, NEW RULES MEAN MORE FREE STUFF FROM STUMP JIM FLYNN

With the 20th birthday year of Totaline almost half over, we're changing up the rules for Stump Jim Flynn.

We're feeling generous: we want to give away more Free Stuff than ever to celebrate our birthday, so now, anyone who sends in a question that I pick to use in this column will receive Free Stuff from Totaline. You don't have to stump me anymore to get a free gift (because we all know just how hard that is to do), just send in a great question that I can't resist answering in this newsletter. And don't worry, all of you who've already sent in questions are still eligible to receive Free Stuff, too, if I choose your question for an upcoming column.

In previous months we've talked motors, motor brackets, and sniffer valves, but there's a whole HVAC/R world out there! So what are you waiting for? Send me a question and, if I use it, you get Free Stuff. It's that easy!

A handwritten signature in black ink that reads "James Flynn".

James.Flynn@totaline.com

This April, training manager Jim Flynn celebrated 35 years with Totaline. Congratulations, Jim!

Every month, we ask readers to send Jim a question about Totaline and the industry. Contact him at James.Flynn@totaline.com.

— 20 Years —



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TOTALINE 20TH BIRTHDAY CELEBRATION CONTINUES WITH MAY 'FREE STUFF'

Totaline turns 20 this year, and its year-long celebration continues in May with three "Free Stuff" offers for HVAC/R professionals. "It's our birthday, but our customers get the gifts," said Mike Dziok, Totaline marketing manager. "It's a way to say thank you to our customers for 20 years of support."

Beginning May 1, technicians and contractors can receive:

- a free Totaline watch with the purchase of any Genuine Carlyle® or Totaline semi-hermetic compressor from a Totaline distributor,
- a free Klein Tools® nut driver with the purchase of any Totaline or Emerson® motor and a Lau® blade from a Totaline distributor, and

- a free rain poncho with the purchase of one Totaline TotalTest™ kit and a tube containing five replacement tests from a Totaline distributor.

Full details and eligible part numbers are available at www.totaline.com. "Contractors and technicians should act fast," Dziok said. "These items and all Free Stuff offers are available only as long as supplies last."

Upcoming Free Stuff offers include the Totaline EZ DMM and a Totaline utility bag. "Check out www.totaline.com monthly for new items," Dziok said.

— 20 Years —



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TOTALINE STORES, LEADERS HONORED AT AWARDS CEREMONY

The next time you stop in at your local Totaline sales center, congratulations might be in order. During the fifth annual Totaline Sales Center of the Year Awards held in Las Vegas, Nev., nine Totaline Sales Centers were honored with the distinction of **2007 Sales Center of the Year**:

- Brownsville, South Texas
- Waco, North Texas (three-time winner)
- Knoxville, Tenn.
- Daytona Beach, Fla. (three-time winner)
- Florence, S.C.
- Frederick, Md.
- Stratford, Conn. (two-time winner)
- North Bay, Ontario, Canada
- Calgary, Alberta, Canada

Award-winning sales centers were top performers in their regions in six key aftermarket categories, including compressor sales, generic motor sales, thermostat sales, and tool and instrument sales.

Also during the celebration, the **2007 Totaline Leadership** awards were presented to:

- Roy Tindell, sales center manager for Totaline Waco, North Texas,
- John Witz, zone sales manager for Totaline,
- Joe Murley, market manager for Totaline Central Florida, and
- Brian Power, area manager for Totaline Central North Canada.

They were honored for their excellence in building and leading successful Totaline teams.

Awards for the best **2007 Totaline store remodels** went to:

- Totaline Dartmouth, Canada (Store Manager Crystal Gillespie),
- Totaline Tallahassee, Fla. (Store Manager Kevin Calhoun), and
- Totaline Harahan, La. (Store Manager Joseph Jones).

These stores were chosen because their remodeled showrooms allow for additional product displays, promote sales and facilitate new levels of excellence in customer service.

— 20 Years —



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We wear many hats.



Nine compressor brands and all of the parts, supplies, tools and accessories you need to get the job done.

The Totaline compressor warehouse carries everything you need, including brands like Carlyle, Copeland, Bristol, Danfoss, Tecumseh, Toshiba, Matsushita and Goldstar*. It's also the only place you'll find the UL-certified Totaline remanufactured compressor, the perfect combination of peace of mind and affordability.

FREE!

Totaline watch*

Get a FREE Totaline watch with online offer completion and proof of purchase (2008 invoice showing purchase of any Genuine Carlyle or Totaline semi-hermetic compressor from a Totaline distributor. See site for details.) Log on to www.totaline.com, click the link to "Free Stuff" for full details and follow the instructions. *While supplies last. One per person; certified HVAC/R professionals only.



— 20 Years —



* Copeland, Bristol, Danfoss, Tecumseh, Toshiba, Matsushita and Goldstar are trademarks of their respective organizations.

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IT'S A BEAR OF A CELEBRATION FOR 50TH TOTALINE UNIVERSITY CLASS



Sitting on Totaline training manager Jim Flynn's desk is an 8" X 10" glossy of a large (wooden) bear in a Syracuse, N.Y., hotel wearing a "Totaline University" T-shirt. To the bear's left is a group of smiling Totaline counter sales associates.

Why is the bear dressed so well and what do Totaline sales associates have to do with dressing a bear? And, why does Flynn so proudly display a souvenir of such obvious mischief?

For good reason.

Recently, Totaline concluded its 50th Totaline training class for new counter sales associates. "It's hard to believe we've done 50 already. It's something to be proud of," Flynn said.

Members of the 50th training class agree. Traveling from stores across the United States and Canada to Syracuse, class members felt it was their duty to figure out a way to commemorate the training milestone. "What really struck me was how proud the members of this group were, and that they felt they needed to do something special to make their 50th class stand out," Flynn said.

So, classmates conspired to place a large Totaline University T-shirt on the prominent, carved bear in the lobby of their hotel and to get a photo. Grinning, Flynn said, "They went about it the right way. They planned the entire thing and got permission from the hotel." The next

day, guess who got the photo? Flynn.

"I think they thought about this all week long," Flynn laughed.

Totaline University trains counter sales associates four times a year in a four-day classroom session. The classes are designed to teach new counter associates a combination of air-conditioning and heating fundamentals, product knowledge, and customer service and sales skills.

"We work hard, but we have fun, too," Flynn said. "Our ultimate goal is to make the counter sales associates more comfortable and knowledgeable. This way, when a customer comes into a store, our associates know how to help them. It's all about helping the customer."

Totaline training also offers advanced areas of study beyond new employee training, including Master Classes I and II, Regional Training, and Refrigeration University.

Totaline celebrates its 20th birthday this year, and it is fitting that the 50th Totaline University class occurred during the year-long anniversary celebration," Flynn said. "Totaline University exemplifies our slogan, 'Parts and People. Working together.' Reaching the 50th training session validates that what we're doing is working well. It was great that our 50th class members also thought it was important and wanted to mark the importance of the occasion. They were a great class."



— 20 Years —



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CONSUMER FINANCING: GOOD FOR THE CONTRACTOR, GOOD FOR THE CONSUMER

How many homeowners have a budget or a savings account in place to pay to fix or replace their HVAC/R equipment when it fails? Most likely, not many, and when a surprise \$6,000 to \$20,000 HVAC/R bill pops up, they might not have the ability to pay. For savvy contractors, this is where consumer financing comes in. Successful contractors know it's good business sense to help customers afford HVAC/R solutions.

In the past, all the Totaline HVAC/R contractor had to do was provide a quality product at a fair price. Consumers made their buying decisions based solely on the perceived value being presented, the quality of the service they expected to receive, and how soon the work could begin. Once the work was completed, the contractor expected full payment.

Today's consumers are different. They take into consideration not only what HVAC/R solutions are being offered but also how they're going to buy. "With Consumer Reports and the Internet, today's consumers do their homework," said Ed Gancarz, principal of the SHA+RP Institute. "An informed homeowner is interested in hearing about other options and products."

The consumer has come to expect retailers, which includes the Totaline HVAC/R contractor, to accept credit cards and provide special credit arrangements. From the customer's perspective, the ability of the contractor to offer a revolving credit arrangement is a necessary service.

Consumer financing customer benefits:

- convenience
- flexibility/control of personal finances
- control of monthly financial obligations
- increased buying power
- approval for future sales and service

Consumer financing contractor benefits:

- improved cash flow
- recourse to the contractor for non-payment
- special retail promotion programs opportunity
- greater sales
- free advertising to credit accounts monthly

Sources of consumer financing for the contractor include manufacturers' consumer financing programs, local banks, credit cards, and national/local consumer financing companies. "The more experienced contractor has these at his disposal and offers it to the homeowner as part of the solution," Gancarz said. "And by offering this, you have the opportunity to sell accessories, such as IAQ, comfort solutions or service agreements."

IAQ and home comfort are common concerns for homeowners, and successful contractors talk to consumers about these issues. "For example, until my daughter went off to college and I turned her bedroom into my office, I never knew that her bedroom was the coldest room in the house," Gancarz said. "I needed a comfort solution. And both my children have asthma, which is more prevalent

now than ever. I needed an IAQ solution."

But often, comfort and IAQ solutions can require high-priced fixes for which consumers may not have the money. Consumer financing can help the customer say yes to a solution that they need but may not be able to afford immediately. "The savvy contractor says, do you want peace of mind in regard to your children? We can finance it for you," Gancarz said.

Even people who may have money saved may choose financing options that are appealing, such as an offer of financing with no interest for six months. "With consumer financing, you're able to offer the homeowner options," Gancarz said. "You can offer an HVAC/R solution and a financial solution. And this makes for great relationships with customers."

Consumer financing sales tips:

- quote the financing arrangements that you have, and avoid getting trapped in a technical discussion of financing
- always quote the monthly payment, reduce the payment to its lowest common denominator, and relate the payment to the savings it provides
- use financing to increase the size of your sale — sell comfort and IAQ solutions
- use financing to build repeat business and strengthen relationships
- use financing to close the sale
- use financing to get out of a sales slump
- make full use of the financing services available

Coming Next Month: Sales Time Management



Edward Gancarz is the principal of the SHA+RP Institute. Their services include small business consulting and training, individual and group coaching, organization development, call center management and marketing and selling support. If you would like business training conducted at your Totaline store, contact your parts store manager or the SHA+RP Institute.

Phone: (315) 263-1234
E-mail: egancarz@twcny.rr.com

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...this is what we had in mind.

Keep these seven motor models on your truck to cover most cooling jobs.

- Totally enclosed for shaft-down applications
- Slinger protects bearing when motor is mounted in shaft-up or horizontal position
- Rated continuous air over
- Permanent split capacitor
- Class B insulation • 26" leads
- Reversible by electrical reconnection
- Six-inch shaft with two full flats, 90° apart

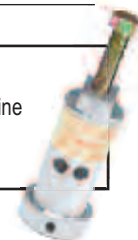
TOTALSAVER MULTI-HORSEPOWER MOTORS

DIRECT	P257-E5460	1/2-1/3-1/4-1/5-1/6 H.P., 115V
DRIVE	P257-E5461	1/2-1/3-1/4-1/5-1/6 H.P., 208/230V
	P257-E5470	3/4-1/2-1/3-1/4-1/5 H.P., 115V
	P257-E5471	3/4-1/2-1/3-1/4-1/5 H.P., 208/230V
CONDENSER	P257-E5462	1/3-1/4-1/5-1/6 H.P., 1075 RPM, 208/230V
FAN	P257-E5464	1/3-1/4-1/5-1/6 H.P., 825 RPM, 208/230V
	P257-E5465	1/2-1/3-1/4-1/5 H.P., 1075 RPM, 208/230V

FREE!

hub puller*

Get a FREE hub puller with online offer completion and proof of purchase (2008 invoice showing purchase of seven Totaline or Emerson® motors from a Totaline distributor. See site for details.) Log on to www.totaline.com, click the link to "Free Stuff" for full details and follow the instructions. *While supplies last. One per person; certified HVAC/R professionals only.



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