

## **A TOTALINE MIND IS A TERRIBLE THING TO WASTE**



**What are you working on today?™**

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# FACTORY AUTHORIZED PARTS



## IN THIS ISSUE

Welcome to the May edition of *Beyond Repair*. Spring is here, and you're probably busy with your preventive maintenance calls. You might be running short on supplies – so, why not stop in at your local Totaline® sales center and restock? This month, we'll talk about how you can trust Totaline sales centers to meet all your needs – from great HVAC/R products to knowledgeable, highly trained counter sales associates who can help you with any questions you might have.

Speaking of keeping people happy, we also are pleased to offer a full line of **Factory Authorized Parts** products. These parts make your life easier, because they're manufactured to fit perfectly into Carrier®, Bryant® and Payne® equipment. That means you won't have to waste your time with parts that just don't fit. And finding

**Factory Authorized Parts** is as easy as shopping at your local Totaline® sales center. Read about Factory Authorized coils in this month's *Jim's Tips*.

Also, be sure to check out an all-new *Tools of the Trade* from Bob, and get the facts on global warming in this month's edition of *The Emerson Files*. And, the winners of our quarterly Win/Win drawing will be announced in this issue as well.

So take a break from your busy day – enjoy this edition of *Beyond Repair*, the news and information that drives your business.

*Jim Flynn*  
Totaline Marketing and Training Manager



# Are Factory Authorized Parts Really Always the Right Choice?

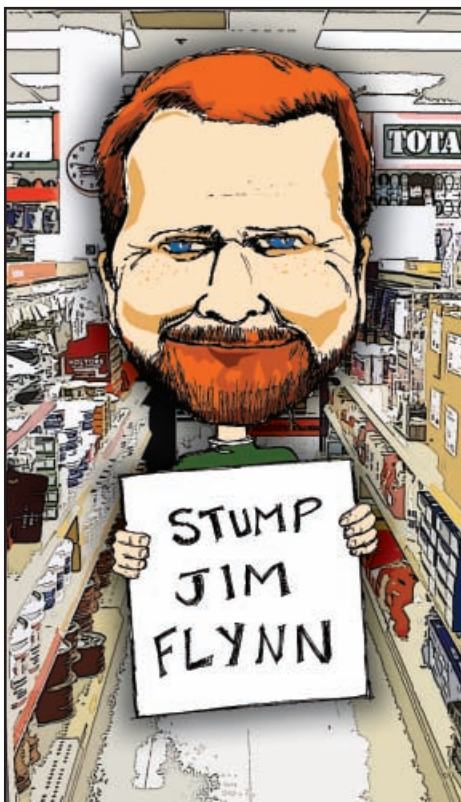
*Q. Jim, there has been a lot of talk recently about Factory Authorized Parts. Everything I read says that they're the parts to use in Carrier®, Bryant® and Payne® equipment. But are they really that much better? What benefits do Factory Authorized Parts offer, and are they really worth it, considering I can save a few bucks on generics? ~Bob Wagner, Hart Industries*

A. Thanks for your question, Bob. I'm sure a lot of techs out there are wondering the same thing. At Totaline, we strongly believe that Factory Authorized Parts are the right choice when replacing parts in Carrier, Bryant and Payne units. Factory Authorized Parts are specially made to work in these units and are exact, drop-in replacements. The benefits these parts provide to the HVAC/R pro include exact electrical connections, lead lengths, and mounting characteristics. Additionally, they preserve the UL and/or CSA approvals and listings for the parts in the original equipment. And, Factory Authorized Parts provide benefits to your customers, too. They preserve system efficiency, sound requirements, original warranties, and meet rigorous factory run life specifications.

**Readers – Jim needs your questions! Send your HVAC/R-related questions to him at [James.Flynn@carrier.utc.com](mailto:James.Flynn@carrier.utc.com). If he uses your question in a future edition of *Beyond Repair*, you'll receive a free gift! So what are you waiting for? Send those questions in today!**

*James Flynn*

Jim Flynn  
Totaline Marketing and  
Training Manager



*Totaline® Marketing and Training Manager Jim Flynn answers your questions about Totaline sales centers and the HVAC/R industry.*

## JIM'S TIPS Replacement Coils

When you need a replacement coil for Carrier®, Bryant® or Payne® equipment, turn to the brand you trust – Factory Authorized Parts. These coils are designed to meet exact specifications, ensuring optimum system performance, proven reliability, easy installation and maintenance, and safe system operation.

Factory Authorized Parts coils are manufactured to the same specifications as OEM coils. They are built to current product designs and enhancements for optimum system performance. Additionally, Factory Authorized Parts coils are built with the same coil surfaces as the factory for exact performance. Standard evaporator and condenser coils have copper or aluminum plate fins mechanically bonded to internally grooved tubes for maximum heat transfer capability. These coils are also tested to comply with the UL fatigue and burst system requirements. And, because they are consistent in design and performance with OEM coils, Factory Authorized Parts coils ensure that system performance through the AHRI certification program is maintained.

Factory Authorized Parts coils are made of quality materials and manufactured to rigid quality standards to maintain their durability and integrity under design operating conditions. These coils undergo stringent quality testing, including leak tests at 150 psig and pressure tests at 450 psig. What's more, Factory Authorized Parts coils are UL listed and approved. Every coil is built to comply with internationally recognized safety standards, minimizing the risk of premature failure.

Factory Authorized Parts, including replacement coils, are readily available at your local Totaline® sales center. Stop in today for everything you need to keep your business running smoothly!

**TOTALINE**



# The **EMERSON** Files

## **QUICK FACTS ABOUT GLOBAL WARMING**

Courtesy of Emerson Climate Technologies

*Q: What is global warming?*

A. The Environmental Protection Agency (EPA) defines global warming as 'an increase in the near surface temperature of the earth.'

Global warming has occurred in the distant past as the result of natural influences, but the term is most often used today to refer to the climatic warming predicted to occur as a result of increased emissions of 'greenhouse gases.' The release of refrigerants into the atmosphere is considered to be a significant factor in contributing to the increase in global warming. Scientists generally agree that the earth's surface has warmed by about 1 degree Fahrenheit in the past 140 years. While this may not seem like much of a change, atmospheric scientists are concerned about this general warming trend and the impact that this has on many aspects of our lives such as economic prosperity, agricultural production, and pollution.

*Q: What is meant by 'direct' and 'indirect' global warming?*

A. Direct global warming is the measure of global warming potential (GWP) that each greenhouse gas contributes to the warming process if it is released 'directly' into the atmosphere.

# A Totaline mind is a terrible thing to waste.

*The answer to your customer's hard-to-solve problem.*

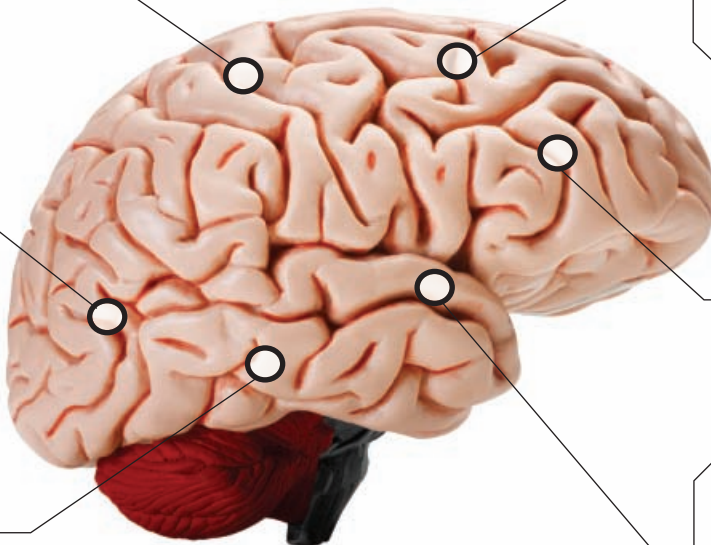
*The little things, like wasp spray and duct tape, that you're likely to forget.*

*IAQ add-on sale ideas to grow your business.*

*An affordable Payne® solution.*

*The tools to access just the right part.*

*The know-how to help you get in, out and back on the job fast.*



**When you have problems, take advantage of our knowledge. After 100 hours of training, we probably have the solution.**

When you step into a Totaline sales center with a problem, you're likely to walk out with a solution. Each of our counter sales associates go through a rigorous training program so they can provide solutions to your toughest HVAC/R concerns.



We Encourage Professionalism



## SALES CENTERS

Through Technician Certification by NATE

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### Totaline's **BEYOND REPAIR** is now 100% Online

Visit [www.totaline.com/newsletter](http://www.totaline.com/newsletter) to see the newsletter, and sign up for our monthly e-newsletter including news about promotions, handy tips, industry news and plenty of useful insight.

Sign up to get your copy each month at [www.totaline.com/newsletter](http://www.totaline.com/newsletter).



### It's going to be a **Win/Win** for everybody!

**BUY** Qualifying items from your Totaline® Sales Center  
**GET FREE** Win/Win Merchandise with qualifying purchases  
**PLUS** a chance to win a \$500 Best Buy® gift card for you and your counter sales person.

Visit [www.totaline.com](http://www.totaline.com) for the Totaline® Win/Win Promotion instructions and Details.

\*Best Buy is a trademark of BBY Solutions, Inc. and is not associated with or a sponsor of this promotion.

# Win/Win! IN 2011

# TOOLS OF THE TRADE

- with Bob Carré, Totaline® Business Development Manager

## BOB IS ON A QUEST FOR THE BEST!

I recently picked up and started rereading Stanley Marcus's Quest for the Best, first published by the Viking Press in 1979. His chapter on service and retail selling fascinated me when I first read it, and again the other day. On the trend in sales training he says, "...the stores did not then, nor do they now, have sophisticated training programs to teach people how to sell. They do a good job of instruction in the writing of sales checks [tickets] and delivery forms, but they do very little teaching about the merchandise [product] being sold or the method of closing a sale. Most stores leave it to customers to train salespeople in the techniques of selling."

He goes on to say "Good intelligent selling, like service, has gone into an eclipse in most industries except for the life-insurance industry, which teaches its agents how to sell as well as how to fill out an application. Contrary to popular opinion, customers like to be sold, if, and when, they get into the hands of an authoritative salesperson who knows the stocks [product] and shows and understanding of their needs. I'm not referring to high-pressure selling, for that involves selling something the customer doesn't want or need. Admittedly, customers in a Neiman-Marcus store are apt to have more discretionary income than those in other stores, but every store sells its customers only a small percentage of what they are capable of buying." I would add to that that businesses tend to close a smaller percentage of the sales than they could or should.

The evolution in retail has meant that the young people entering our HVAC business have little or no contact with good customer service or sales people thus placing the burden on us to overcome these deficiencies.

We are fortunate in that our major equipment manufacturers, industry associations, and better dealer/contractors provide a plethora of product, customer service and sales training filling the need. I'm pleased to say that our Carrier® and Bryant® training courses continue to draw strong attendance and receive positive feedback. Service businesses like ours have a long way to go in achieving the

consistently high quality levels we see in manufactured product. We're dealing with people rather than things, and communication is a much more difficult art than perfecting a manufacturing technique or process. So, continue investing in your people, striving for better customer satisfaction, and driving better business results. Good selling!

**Bob wants to hear from HVAC/R dealers and technicians – like YOU – who would like tips on business, sales, and marketing. Just send your questions to Bob at [Bob.Carre@carrier.utc.com](mailto:Bob.Carre@carrier.utc.com), and you might find the answer to your question in our next e-newsletter! Send those questions, and stay tuned.**





**If knowledge is power,  
think of what 100 hours of training can do.**

## **TRAINED SALESPEOPLE MAKE A DIFFERENCE**

When you're in the market for HVAC/R parts, wouldn't it be nice to know that the people who you rely on for customer service are highly trained to help meet your needs? And wouldn't it be even better if those people worked at a place that truly was a one-stop shop? Getting both of these benefits is easier than you may think – it's as simple as shopping at your local Totaline® sales center.

Totaline sales centers provide thorough training to their sales force, including both counter sales associates and managers. Totaline sales staff have more than 100 hours of training available to them, so they can be prepared to answer your questions about such items as Factory Authorized Parts, the Totaline product line, and Payne® equipment. Totaline provides extensive training with you, the customer, in mind. It is always their goal to make your experience the best possible.

Totaline sales centers want you to feel comfortable shopping, as well as asking their employees for the assistance you need to

meet your HVAC/R needs. That's why Totaline sales people are always highly trained, professional, and ready to assist. Not to mention, Totaline sales centers carry all the products you need to get the job done right.

Whether you need to repair or replace, Totaline sales centers are your one-stop shop – supplying everything from Factory Authorized Parts for Carrier®, Bryant® and Payne equipment, Emerson and Totalsaver motors, Totaline tools and durable, built-to-last Payne equipment. Totaline sales centers also carry the little incidentals you might need on a job, like duct tape and wasp spray.

At Totaline sales centers, everything you need is under one roof – from experienced, professional sales staff to some of the best HVAC/R products available. Stop by your local Totaline sales center today to see how they can make a difference for your business.



# FACTORY AUTHORIZED PARTS

## BENEFIT FROM USING FACTORY AUTHORIZED PARTS

When considering replacement parts, you want a product that saves time, removes guesswork, and preserves warranties. That's why Totaline® sales center makes it easy for you – they offer a full line of Factory Authorized Parts. These parts are exact, drop-in replacements on Carrier®, Bryant® and Payne® equipment, and offer numerous benefits to you and your customers.

Of course, a primary benefit of Factory Authorized Parts is the convenience they offer. Factory Authorized Parts products such as gas valves, control boards and motors are designed to work perfectly with Carrier, Bryant, and Payne equipment. That's because lead lengths, electrical connections and mounting characteristics are all exact. Not only does this make your job easier, but it also provides a real benefit to your customers as well.

When you use Factory Authorized Parts on your customers' equipment, you maintain the manufacturer's warranty, the original system efficiency, and engineered sound requirements.

Additionally, UL and/or CSA-approvals and listings are maintained. That means you're providing your customers with products that have been tested by Underwriter's Laboratories, Inc. and/or the Canadian Standards Association, and have met their rigorous safety standards.

And right now when you purchase Factory Authorized Parts, you'll be eligible for Win/Win merchandise. You can get a Black & Decker 38-piece project kit, a Black & Decker ratcheting ready wrench, or a fishing rod and reel when you complete offers including the purchase of Factory Authorized Parts items. What's more, you'll be entered to win a \$500 Best Buy gift card every time you successfully complete an offer! Visit [www.totaline.com/winwin](http://www.totaline.com/winwin) for more details.



**Win/Win!**  
**IN 2011**  
[www.totaline.com](http://www.totaline.com)



## QUARTER ONE WIN/WIN WINNERS!

As you know by now, this year we've taken all the best parts of the FREE STUFF program and created the bigger, better and bolder Win/Win program. Technicians are still be able to get great free items for purchasing the products they use every day, and this year's free items have been chosen with technicians in mind.

But what makes Win/Win really great is that technicians will have the chance to win, on a quarterly basis, a \$500 Best Buy gift card. Each time a technician fulfils a purchase requirement for a free item, they will also be entered into the quarterly drawing for the gift card. Additionally, technicians will also have the option of entering their Totaline counter salesperson to win a gift card, too.

One customer and one counter salesperson will be chosen at random each quarter, and Beyond Repair is pleased to announce the Totaline Quarter One Win/Win winners!

**Winning dealer:** Steve Morrison – Rusk Heating & Cooling, Covington, KY

**Winning counter associate:** Javier Juarez – Robert Madden Industries, Lubbock, TX

Congratulations to Steve and Javier, who were presented their \$500 Best Buy gift cards by store managers.

**The next drawing will be on or about July 15. Automatic entries will be received until 6/30/11, and mail-in entries will be received no later than 7/7/11 and postmarked by 6/30/11. For more details on Totaline Win/Win, go to [www.totaline.com/winwin](http://www.totaline.com/winwin).**

