

Q Professionally Installed Product by Honeywell

Most large manufacturers sell product in big-box retail outlets. Occasionally, similar products are available through both the retail channel and the professional channel.

Why does Honeywell sell at Retail?

- Retail serves the “do-it-yourself” market. Some homeowners insist on doing their own work.
- Awareness of various product options at retail can result in greater consumer interest in upgrades and accessories through the professional channel as well.
- Volume gained through retail sales provides greater economies of scale for Honeywell, which allows us to keep prices lower in all distribution channels.
- Retail availability for high end products can stabilize the price points of lower end products. For example, the average sell price of a programmable thermostat at retail has increased approximately four times since Honeywell started selling at retail.



There are homeowners who purchase a product from me and then see a product which they perceive to be similar at a big-box retailer, at a lower price. How can I answer their questions about why my price is higher?

- Position yourself before the sale to avoid awkward questions later. Be proactive and tell the homeowner why you are worth a premium price.
- Sell your company's expertise with every proposal.
- Consider package pricing when you are proposing a multiple product sale.
- Consider flat-rate pricing, or bundling product and labor in a single price.

Homeowners sometimes purchase a product at retail then call me to install it. I don't want my company to be a provider of labor only.

- The phone call can be considered a “lead.” Once you are in the home, you have the opportunity to capture that customer. What do you normally pay for a lead?
- Consider reminding them why you charge so much for labor. What schooling have your technicians had? Are they NATE certified? What expensive tools have you invested in, to reduce the time on every job? What is the cost of your insurance and bonding? Your trucks, and the gas to operate them?
- Tell them they made a good decision to call you! Installation and application of these products can be very complex.

What can I tell my homeowner I offer that's different from retail?



- You. You know a great deal about HVAC equipment and application. You've invested in training and in expensive tools. You make sure the correct products are selected to make the homeowner most comfortable. You make sure the installation meets all applicable building codes and standards. You procure the product for them – this costs money for the truck, the gas, and the labor to pick it up.
- Convenience. You handle everything start-to-finish. You provide a “one stop shop”, right in their home.
- Better warranty. Honeywell professionally installed products carry a 5-year warranty vs. 1-year at retail.
- More functionality in the product. This piece is too short to address every product where there are similarities between professional and retail models. Many professional products simply have nothing similar at retail – for example, touch screen thermostats, ignition controls, electronic air cleaners, ventilation controls, zoning, and many others. If you have specific questions about how the product you are selling varies from something which may be available at retail, contact your Honeywell sales representative.

How do I know Honeywell is committed to supporting the Heating and Cooling contractor?



- Honeywell invests significant dollars in designing product which is easy for you to install and which helps increase homeowner satisfaction with the job you deliver. The professional channel is the first priority when we allocate engineering investment dollars.
- Honeywell offers training in a variety of formats – on-line training webcasts, NATE-certified training conducted in the field, and even customized training for your technicians.
- Honeywell provides a sales team focused on supporting contractor needs. If you aren't acquainted with your local Contractor Development Specialist, ask your distributor to introduce you.
- Where volume allows, Honeywell will help you merchandise your company brand by putting it on the thermostat or air quality products you install. Homeowner research suggests the Contractors' reputation is the single most important criteria when they choose a Contractor. Make certain your customers know how to reach you when they need you!
- Honeywell provides innovative programs to help you get additional support, such as the ContractorPRO program.

Who may I contact with further questions?

<http://Customer.honeywell.com>

www.Forwardthinking.Honeywell.com

800-468-1502 for technical support, residential products

800-828-8367 for zoning support

800-516-9347 for technical support, commercial products

www.Contractorpro.com

Exclusive technical support for ContractorPRO Members

800-880-3383 (Have account number ready)

Professional installation by a licensed Heating and Cooling Contractor provides the best overall opportunity for homeowner satisfaction and comfort. Honeywell is proud to say we've been working with Heating and Cooling professionals since 1885.

Honeywell