

**Please define your occupation type.**

**OEM**

**Contractor**

**Wholesaler-Distributor**

**Consultant**

**End-user**

**Internal**

**Other**

# Presenters



## Becky Hoelscher

Director of AC Aftermarket Sales, Emerson Commercial and Residential Solutions

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Becky serves as Chairman of the Partnership for Air Conditioning, Heating, Refrigeration Accreditation (PAHRA) and is an active member of ACCA and PHCC.



## Nick Lamb

Owner, Butler Heating & Air Conditioning

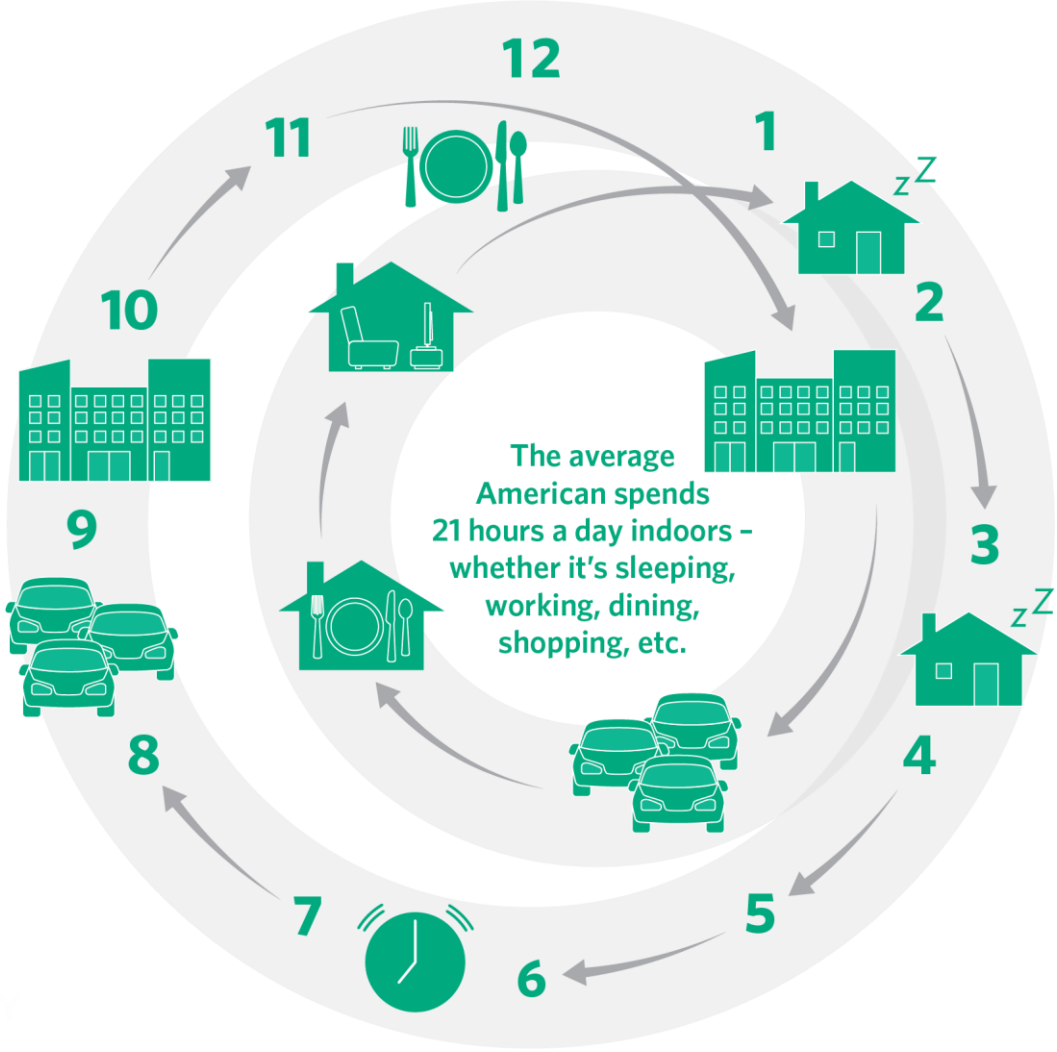
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Nick is the owner of Butler Heating & Air Conditioning. With 13 years of experience in the HVAC industry, he currently manages Butler's sales group. Butler Heating & Air Conditioning has been serving the greater Dayton, OH area since 1949, specializing in residential and light commercial HVAC services, maintenance and replacement.

# 8 TIPS

to start the comfort conversation

# Why Talk About Comfort?





# Become a Comfort Expert

TIP 1



# Define Comfort

TIP 2



# What are your customers most common comfort complaints?

Too hot/cold

Humidity

Too noisy

Running all the time

# Comfort is More Than Temperature



HUMIDITY



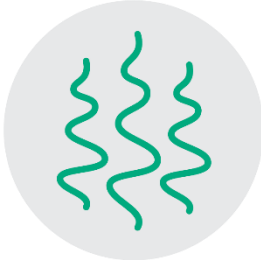
AIR QUALITY



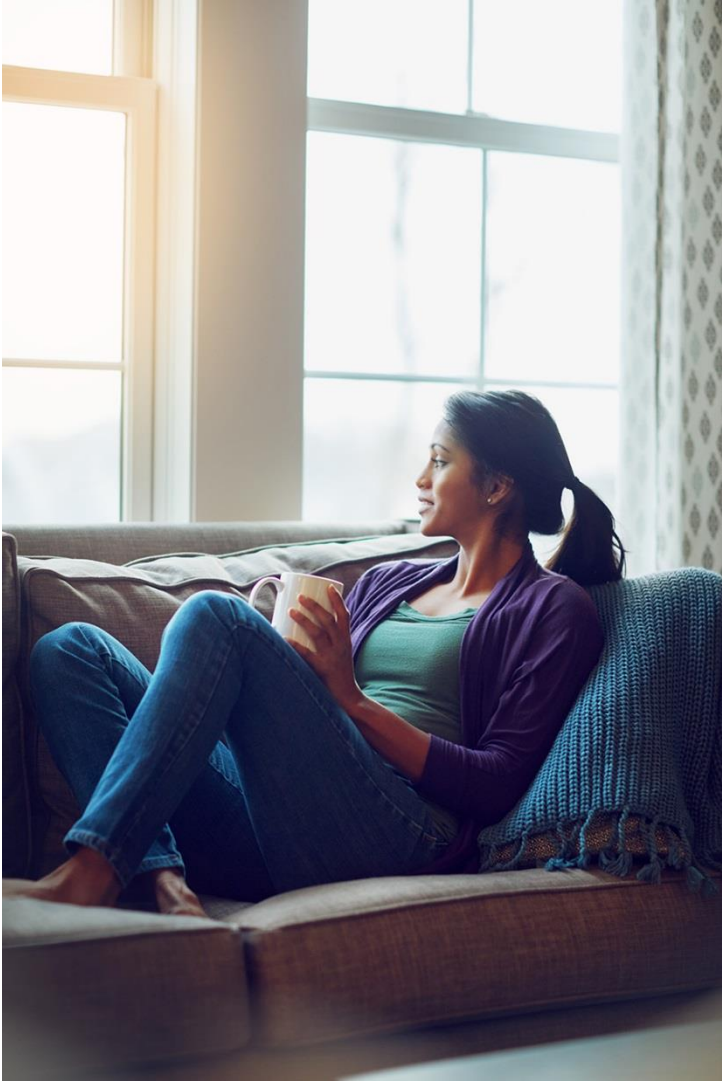
LIGHTING



SOUND



ODORS



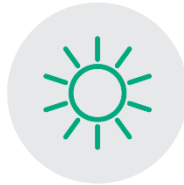


# Factors Affecting Thermal Comfort

## Environmental Factors



Air Temperature



Radiant Heat



Air Circulation



Humidity Levels

## Personal Factors



Metabolic Rate



Clothing





# Discuss Health

TIP 3

**What's your approach to figuring out if your customers have allergy or asthma issues?**

**“I look for pets”**

**“I look for dehumidifiers”**

**“I look for tissue boxes”**

**All of the above**

# Air Quality and Health



– and –





# Offer Incremental Changes

TIP 4

# Ceiling Fans



# Programmable Thermostats





# Connect the Dots Between Efficiency and Comfort

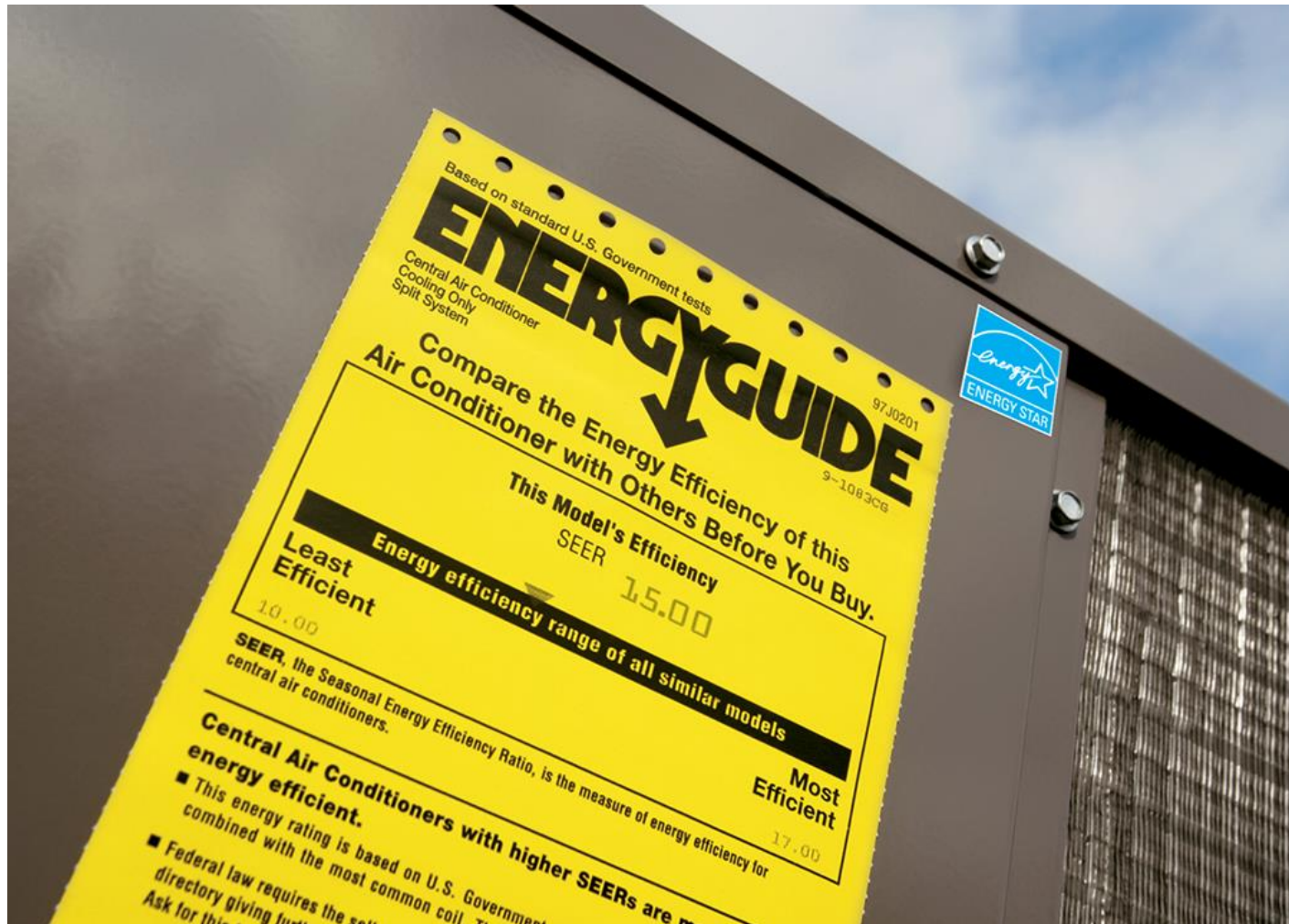
TIP 5



# Discuss Efficiency Standards

Minimum  
SEER/IEER  
standards

What higher  
efficiency  
means





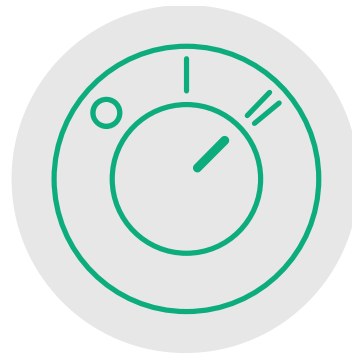
# Talk About Systems in Terms of Comfort

# The Role of Air Conditioning and Comfort



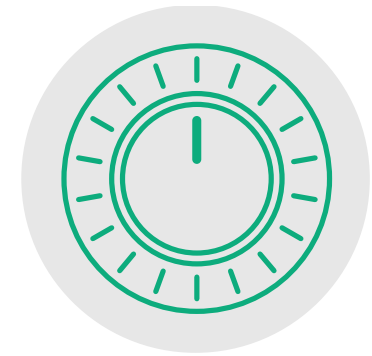
**Single-Stage**

VS



**Two-Stage**

VS



**Variable Speed**

**How important is it for you to have  
third-party information available to  
provide to your customers?**

**Not at all important**

**Slightly important**

**Moderately important**

**Very important**

**Extremely important**



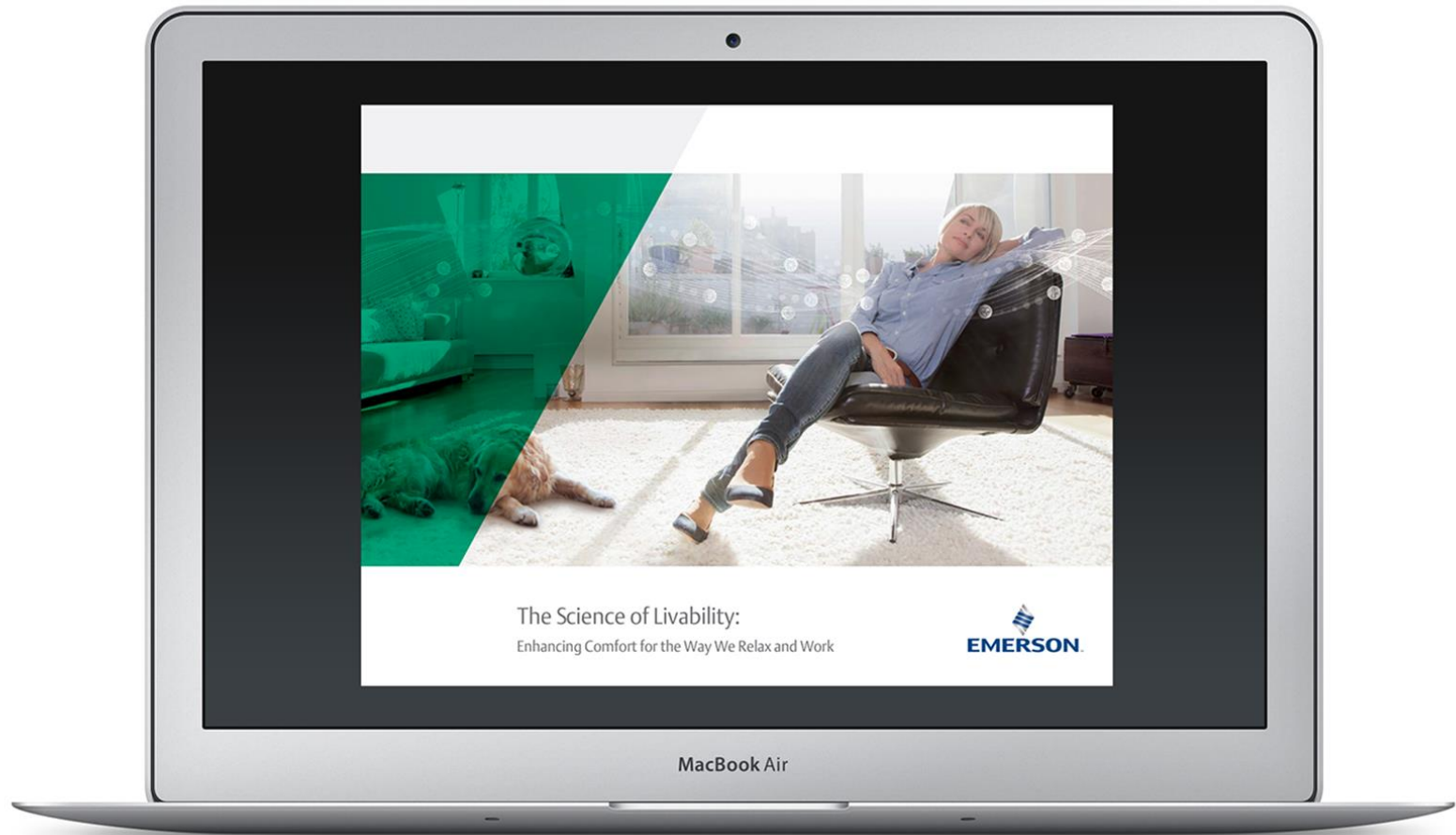
# Direct them to Third Party Information

**TIP 7**



# Begin Talking Comfort

STEP 8



For more information get our ebook at  
**[Climate.Emerson.com/livability](https://Climate.Emerson.com/livability)**

Stay tuned for more upcoming webinars and check out  
**[ac-heatingconnect.com](https://ac-heatingconnect.com)** to stay up-to-date on the latest  
industry information and tools

# Industry Resources

## AC & Heating Connect

- <http://www.ac-heatingconnect.com/>

## Texas A&M Reports Library

- <http://oaktrust.library.tamu.edu/handle/1969.1/1656>

## Texas A&M Specific Reports

- <http://oaktrust.library.tamu.edu/handle/1969.1/2089>
- <http://oaktrust.library.tamu.edu/handle/1969.1/92919>
- <http://oaktrust.library.tamu.edu/handle/1969.1/6420>

## DOE

- <https://www.energy.gov/>

## Energy Star

- <https://www.energystar.gov/>

## ACCA

- <https://www.acca.org/home>

## AHRI

- <http://www.ahrinet.org/Home>