



Keep at least one humidifier on every service vehicle and load one on every installation vehicle for every installation. It wouldn't hurt for salespeople to carry one in their vehicles, as well.

Want to Sell More Humidifiers?

We're getting into peak heating season — the prime time of the year for humidifier sales.

Because a sale is the result of a sales professional asking the right questions (see "The Questions are the Answer," *CB*, October, 2005), how and why you sell humidifiers is really just a number of questions all rolled into one. For example:

1. What is the driest place on Earth? The relative humidity (RH) of Death Valley is 25%. The RH of the Sahara is 23%. The RH of a home in the United States on a 10F day, with the forced-air furnace blowing can be in the single digits.

2. Why do you get sick more often in the winter than during the rest of the year? Is it because there are more germs? No. There are fewer germs in the winter than during any other season.

There are three ways to kill germs:

- Chemicals
- Heat
- Cold.

When the temperature outside is below freezing, all germs have been killed by the cold. Everything outdoors is sterile.



3. How does the body's immune system work? When you breathe in, your first line of defense are the little hairs in your nose; the cilia. Your sinus cavities are protected by the mucous membrane, which constantly secretes mucus.

If you look in the back of your throat, behind your uvula, you'll find a little opening. That's where the mucus from your sinus cavities drains into your stomach, carrying germs with it, where they are killed chemically by the acid in your stomach. That's when things go well.

When you enter an environment with a low relative humidity, the moisture is sucked from your body. You feel it in the wettest parts of your body first such as your sinuses, throat, eyes, and lastly, your skin, which is also constantly secreting moisture in the form of perspiration.

Your mucous membranes are paper thin and fragile. Mucus is what keeps them pliable. When they dry out, they crack. When they crack, they open a direct channel into the bloodstream.

This means that, in the winter, when you blow your nose and see blood on the handkerchief, you have to get some moisture to your mucous membranes immediately. Otherwise, if you inhale a cold germ or flu virus, it has a direct channel into your bloodstream. (I personally do that by carrying a bottle of commercially produced sterile saline solution, which I find in drug stores in the same area as the medicated nose sprays.)

Your throat is also lined with mucous membrane. Have you ever said, "I've got that feeling in the back of my throat that I get when I've got a cold coming on"?

That's a dry spot in your throat, which means you've got a crack in your throat's mucous membrane (yes, you're in serious danger of being infected with a cold germ, flu virus, or worse). The immediate solution is start gargling with salt water a few times per hour for the rest of the day and to spray sterile saline solution into your nose.

Of course, the way to prevent all of this from happening is to keep the humidity at the proper level at all times. That's best done with a central humidifier.

4. How does the body regulate its temperature? Your body is a furnace that's constantly generating heat. It regulates the temperature by constantly secreting moisture in

the form of perspiration, which evaporates.

When any substance goes from a liquid state to a gaseous state, it absorbs heat. This means that, as the perspiration evaporates, it absorbs heat from your skin. The drier the air, the more rapid the rate of evaporation and the quicker your body cools.

When it's cold outside and the forced-air heat is running and you feel a little chilly, you turn the heat up. This dries the indoor air all the more, causing your body to kick into a higher "cooling mode."

The higher you turn up the heat, the drier the air becomes, the more your body evaporates moisture, and the cooler you feel.

5. What's the lowest-cost way to lower your heating bills? When you're feeling chilly, check the indoor humidity level before raising your thermostat setting. Raise the humidity level, and you'll feel more comfortable without increasing the heat.

At 70F, for every 10% you increase the indoor relative humidity, you increase the "apparent temperature" approximately 1F.

For every 1F that you reduce your thermostat setting, you save approximately 5% on your energy consumption.

This means that with proper humidification, consumers can save 20% to 30% or more on their heating costs on

the coldest days and nights of the winter. They can also be healthier and more comfortable, while extending the useful life of their home and furnishings.

6. Why do floors creak, wooden furniture fall apart, and wallpaper and curtains wear out, even though no one even touches them? The answer: They dry out. The low-cost solution: Proper humidification.

You have an obligation and a duty to recommend a central humidifier to everyone you see with a forced air furnace and:

- Wooden floors
- Wooden, leather, or laminated furniture or counter tops
- A piano or other wooden musical instruments
- Hanging tapestries or expensive rugs
- Sinus problems
- High heating bills
- Comfort complaints
- Expensive electronics.

Dry air causes the static electricity shocks that we all experience during the winter. It's not a myth that some people lose the hard drive on their computers from static charge. Humidifiers reduce the likelihood of that occurring.


Some Simple Sales Tips

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installation vehicle for every installation. It wouldn't hurt for salespeople to carry one in their vehicles, as well.

Learn to ask leading questions that bear on a need, such as:

- Are you concerned about the dry winter air drying out the wood and glue in your piano and damaging it?
- If there was a way to lower your heating costs without buying a new furnace, would you want to know more about it?
- If there was a way that you could feel more comfortable in the winter without buying a new furnace, would you want to know more about it?

The point is not to talk about humidifiers. Show them. You have a much better chance of selling a humidifier when you take it out of the box, bring it inside, and put it in their hands. 

Charlie Greer is the creator of "Tec Daddy's Service Technician Survival School on DVD," the sole instructor for "Charlie Greer's 4-Day Sales Survival School," and the co-creator of "The Service & Maintenance Agreement PowerPack." For complete details on these and other Charlie Greer products, services, seminars and his speaking schedule, or to order a copy of his catalog, call 800/963-HVAC (4822), go to www.hvacprofitboosters.com or email charlie@hvacprofitboosters.com.

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