

GENUINE CARLYLE REMANUFACTURED COMPRESSORS BEST PRACTICES



1. KNOW YOUR PRODUCT.

Be able to explain the differences between:

- a. Totaline and Genuine Carlyle Remanufactured compressors
- b. HGBP & SCO unloading
- c. Remanufactured vs. "rebuilt"
- d. Standard vs. reversed center head compressors

2. ESTABLISH A CHAIN OF COMMAND.

Inquiries should be addressed by the first person available and not always handed off to the most experienced person. The more difficult questions should be elevated to a more experienced person.

3. TRAIN ALL COUNTER AND CALL CENTER ASSOCIATES.

Any employee that takes calls or answers questions regarding parts should successfully complete all online training modules. Also, schedule employees for training from your ZSM and the Carlyle Compressor Champions class.

4. TRAIN TECHNICIANS AND CONTRACTORS.

Regularly conduct compressor teardown classes for your customers. These classes are excellent for pointing out the differences between Genuine Carlyle Remanufactured products versus rebuilt products offered by others. It also aids in identifying those rebuilders active in your territory.

5. KNOW YOUR CUSTOMERS.

Get to know the customer and his application so that you can quote the right brand compressor for the job. There are basically three types:

- a. Totaline compressor customers are usually very price sensitive. They are often in competitive bidding situations or are replacing the compressor under a service contract.
- b. Genuine Carlyle Remanufactured compressor customers are more concerned with quality and reliability than price. Supermarkets, data centers, military or government and other applications which must maintain a constant temperature usually want a Genuine Carlyle Remanufactured compressor and won't accept rebuilt compressors.
- c. Finally there are contractors who utilize Genuine Carlyle Remanufactured compressors on time and material jobs, where a low price is not a priority and utilize Totaline compressors when price is a priority.



6. ALWAYS QUOTE NET PRICE.

Your invoice price includes the core deposit. Net price equals your invoice price minus the core deposit value. Simply quoting the price on your screen will make your price appear hundreds of dollars higher than your competitors. Leaving it up to the contractor to do this math is very risky business. There are quote sheets on www.totalineadbuilder.com that you can customize to facilitate quoting net price.

7. FOLLOW UP ON ALL COMPRESSOR QUOTES.

Compressors are high dollar value sales and should not only be quoted over the phone but also in writing. Follow up your written quote within 24 hours with a phone call. Ask open ended questions, such as, "Would you like this compressor delivered or will you pick it up?", or if they are not ready for it, "When will you make your final decision?" Address any question they may have regarding price, value or quality.

8. ALWAYS OFFER ACCESSORY ITEMS.

Accessories such as, crankcase heaters, contactors, refrigerant, vacuum pump oil, angle valves, angle valve adapters, overloads are items that should be part of most compressor replacements. Filter-driers, air filters, solenoid valves, unloaders, overloads, expansion valves, fan belts, coil cleaner are some items that should be replaced to prevent a repeat compressor failure. There should always be more than one line on any pick up slip that includes a compressor.

9. KNOW YOUR COMPETITION.

There are over 130 "rebuilders" in North America. They operate across state lines and international borders. They may not physically be in your territory but they are actively peddling their products in your backyard. Identify them. Know their strengths and weaknesses. Most importantly, be able to clearly explain the value of your product and the services you offer in comparison to the competition.

10. IDENTIFY AND TARGET COMMERCIAL SERVICE CONTRACTORS.

These businesses specialize in service and maintenance. They may not purchase any equipment from you at all. They may purchase FAP parts like heat exchanges, draft inducers, coils and other parts they cannot easily crossover to a generic aftermarket part. These companies are usually very price-sensitive, high volume, compressor users.

11. FEET ON THE STREET.

Territory managers, store managers, sales engineers or dedicated parts sales people are the best way to reach decision makers. Technicians, field personnel or the people that walk into your store do not typically make the compressor purchasing decisions. These decision makers do not usually answer cold calls. They buy from people they trust, people that they consider their partner, people they have met face to face.

12. OFFER INCENTIVES.

Be creative in offering trips, gifts, discounts to both your employees and contractors for increasing their YOY sales/purchases. Contact your ZSM to discuss how Carrier Replacement Components (RC) can assist with these programs.

