

The Evolution of the Sales Process



Bringing Technology and Contractors Together

Introduction

- Bidding, estimating, and quoting are as vague as they sound.
- Today's homeowner wants to be assured of value before investing in a product.
- Personalized software helps design a system to the unique specifications of the customer's home.
- Imagine printing out a detailed proposal on the customer's kitchen table and having it signed on the first visit.
- Because system combinations are pre-programmed, choices are simple. No parts books needed.
- Even first-time computer users will find the point-and-click software easy to use and virtually mistake proof.

Customized Software

- Streamlines the in-home sales process.
- Allows the contractor to customize the program to their business.
- Matches equipment precisely for performance and available incentives.
- Produces a professional proposal on the spot.
- Accesses model changes and pricing updates on the Web.
- Protects pricing with password security.
- Comes with a step-by-step DVD to help set up program.
- Makes friends easily. In fact, over 58% of current users had no prior computer experience.

Customized Software

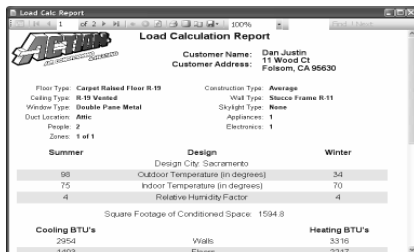
- Includes: Investment Master Suite, Laser Calc, Master Display and Energy Master
- All the tools to succeed with the easiest software to use in the industry
- On-site training available
- Best support available today
- Designed by a HVAC Design Specialist not computer programmers

Laser Calc



- Laser Calc is the answer for a complete load calculation with a complete CFM Room by Room report
- Imagine being able to walk through your prospect's home measuring the rooms with an electronic measuring device and getting a complete load calculation in 35 minutes or less.

Summary Sheet



- Laser Calc's summary sheet is easy to customize
- Users can hand their prospective clients a customized summary sheet made just for their home in minutes. Finally, a load calculation that contractors can actually do in the home.

CFM Report

Room	Cooling CFMs	Heating CFMs	Design CFMs	Adj. Design CFMs	Cooling BTUs	Heating BTUs
Living Room	166	169	169	154	3020	2575
Family Room	169	144	169	154	3096	2193
Kitchen	226	142	226	200	4266	2167
Dining Room	166	146	166	141	3407	2220
Bedroom 1	117	173	173	190	2574	2621
Bedroom 2	152	139	152	139	3344	2108
Bedroom 3	106	131	131	119	2310	1856
Bedroom 4	0	0	0	0	0	0
Hall	0	0	0	0	0	0
Hallway	0	0	0	0	0	0
Entry	77	105	106	96	1680	1930
Bath 1	97	92	97	89	2118	1354
Bath 2	28	47	47	43	697	718

➤Laser Calc's room by room CFM requirements

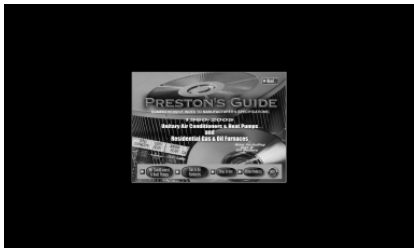
Users can design their ductwork and ensure customer comfort with this room by room CFM requirement report. This report's available with a click of a button.

Master Display

➤Customers want to see a recent install to assure them what your install is going to look like. Remember, a brochure does not show an actual install. Photos of existing system problems or installation concerns can also be addressed with Master Display



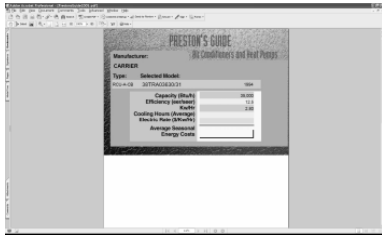
Preston Guide



➤Preston Guide shows the customer exactly what their old system was really rated at instead of a guess.

How many contractors just guess or exaggerate when a customer asks what efficiency their old unit was when it was new? Why not show them what it was?

Preston Guide



➤ This customer was upset to hear that her air conditioner was a 12.5 SEER when it was new. The estimator told her she had a 4 SEER. Is that professional? What else will not be true?

Save time and use the handy search feature. Preston Guide is a great investment at \$175 at www.prestonguide.com

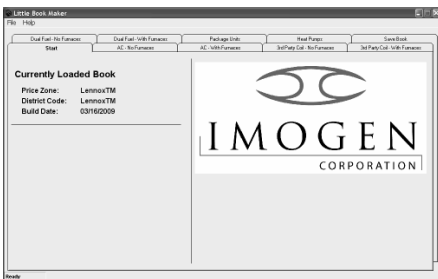
Energy Master



➤ Energy Master shows the customer exactly what they will save on their new system based on their actual bills.

Allows contractors to offer financing (a must today) to show their customers how easy it is to afford a new energy saving system.

Incentive Match-up calculator



➤ The Incentive Match-up calculator matches up system combinations based on distributor's inventory complete with AHRI numbers

Now we can get all the equipment match-ups with pricing available in minutes that will be eligible for Federal tax credits and local utility incentive measures.

Manufacturer Advantage

- Distributors grow their businesses at an incredible pace.
- Growth equals profit. Profit equals stability.
- Increased sales reinforce brand loyalty.
- Contractors present a positive image in our marketplace.
- Easy-to-use technology brings contractors into the 21st century.
- Professional presentation sells more high efficiency systems and produces a proposal on every job.
- System automatically matches up equipment correctly.
- Contractors embrace easy-to-use software that saves time.
- Ancillary products are highlighted so homeowner will see them.

Imogen Corporation

- Software that has been actually working in the industry for 11 years
- Sales or leasing options for equipment and services
- Video production and editing services
- On-site training is done with in-home Design Specialists
- Helping today's contractors transform the way they do business
- Sales and In-bound marketing seminars
- Toll-free phone and web meeting support
- Bringing technology and contractors together

The Plan



**Bringing Technology and
Contractors Together**
