

Smart Selling

Tips from YORK Sales Personnel

Introduction

This document is a compilation of the Smart Selling Tips that have been generated by, and emailed to, YORK sales personnel since 2002. Whenever a new Tip is issued, it is added to this compilation.

Thanks to all the sales personnel who have contributed Tips. If you have a Smart Selling Tip that you think would be helpful for other YORK sales personnel, please tell the appropriate Marketing Manager.

Searching through the Tips

Because the Tips cover a variety of products and selling situations, it is impossible to organize them in any meaningful way. Therefore, they are listed in the order in which they were issued.

There are three methods to search for a Tip on a particular subject.

1. The first method is to read through all the Tips. While this an effort that a new salesperson should undertake at least once, the experienced salesperson will want a quicker way to access the information.
2. The second method is quicker. The titles of the Tips have been bookmarked to the left. You can simply read the titles to find the Tip which interests you.
3. The third method is very quick, but can be erratic. Using the Edit > Find command in Acrobat, you can search for a specific word or words. The danger with this method, as with all search programs, is that you will not get any meaningful results if you do not enter the exact word(s) that is used in the Tips.

Beat Trane with ECWT demo

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Dave Isenhardt, Sales Manager in Rochester, New York.

A large customer, who already had several YORK chillers in one plant and a Trane chiller in another, wanted to replace an existing chiller. Unfortunately, they intended to buy Trane because their full-load and NPLV numbers were slightly better than ours.

Dave explained to his customer that the NPLV formula uses a minimum entering condenser-water temperature (ECWT) of 65°F. However, YORK chillers can go as low as 55°F while Trane often has trouble below 70°F, and that difference has a dramatic impact on energy consumption. To prove his point, Dave proposed a demonstration using the customer's YORK and Trane chillers.

The ECWT on the YORK chillers was reset to 55°F, and the customer saw that energy consumption dropped significantly. On the other hand, the operator of the customer's Trane chiller reported that he experienced nuisance trips if the ECWT was allowed to drop below 75°F!! Dave then used YORKcalc to show his customer that Trane's ECWT limitation would cost him \$20,000 per year.

Because of his demonstration, Dave got the order. And when he shared this anecdote with an engineer working on a different project, it resulted in another order. The moral is that a Trane owner can sometimes be your best sales tool.

Tip: There are many ways to stop a Trane. Be sure to utilize all your resources.

Brine chillers = high SPR

This Smart Selling tip was submitted by STC Marketing. Congratulations to Mark Den gate, Sales Engineer in Birmingham, Alabama.

Mark finds that whenever YORK is competing with a DX chiller where a glycol solution has been specified, we have a good opportunity to beat Trane and Carrier's R-134a air-cooled screw chillers and do so at a high SPR. It's because the glycol-derating penalty is less severe for DX chillers, as Mark demonstrates in this YCAS example.

Conditions: 40% P.G., 35-26.5°F CHWTR, 95°F ambient, standard FF

YORK YCAS 180 (R-22) = 117 TR	(nominal 180 TR
YORK YCAS 198 (R-407C) = 112.5 TR	chiller)
Carrier 30GX 265 (1 34a) = 117.9 TR	(nominal 200 TR
Trane RTAC 275 (1 34a) = 117 TR	(nominal 275 TR

In addition to a better SPR, the YCAS chiller would also offer the customer a smaller footprint and a smaller electrical supply. Everybody's happy! (except Trane & Carrier).

Tip: YORK brine chillers can leave Trane and Carrier out in the cold.

OptiSpeed & hospitals

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Mike Fulton, Sales Manager in Denver, Colorado.

Mike Fulton reports that OptiSpeed drives have traditionally been a tough sell in Colorado due to relatively low electricity rates. However, growth in the hospital market has provided a new opportunity.

Each new hospital project requires that a new auxiliary generator support the chiller, so it can be operated during a power outage. Mike demonstrated to the consulting engineers that the “zero-inrush” benefit of the OptiSpeed drive allowed a reduction of the size and first cost of the generator. For example, the generator quote for an 800-ton YK chiller was \$50,000 less for the variable-speed chiller than a constant-speed model. This more than paid for the OptiSpeed drive.

As a result of the “zero-inrush” benefit, the Denver office secured orders for 12 YKs with OptiSpeed drives in 2002 (7 in December alone) – well above the average of 1 or 2 per year secured over the previous 6 years. Obviously, the same technique will work for YT chillers, too.

Tip: Look for any project that requires stand-by power. You have an advantage.

OptiSpeed & big towers

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Mike Gore, Sales Engineer in Los Angeles, California.

Mike was working with a friendly contractor on a chiller project at Raytheon’s El Segundo facility. The project involved replacement of two 250-ton centrifugal chillers, along with the towers.

Because they were talking with an owner that was interested in energy costs, Mike and the contractor promoted use of YT chillers with OptiSpeed drives in conjunction with over-sized towers. Over-sized towers would result in lower ECWTs, which would enable the OptiSpeed drives to generate greater energy savings. A YORKcalc analysis indicated that the additional \$39,000 for adding the drives and over-sizing the towers would have a simple payback of 1.5 years. Raytheon liked the concept and gave its approval.

Mike reports that the OptiSpeed drives and larger towers have actually produced energy consumption as low as 0.18 kW/TR, with an average of approximately 0.35 kW/TR, thanks to the towers’ ability to provide ECWTs below 70°F a majority of the year.

Tip: Look at the entire system, not just your own equipment.

Law and orders

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Mike Slattery, Sales Engineer with Shelby-Skipwith, YORK sales agent in Memphis, Tennessee.

The state-funded University of Memphis has been a Trane stronghold for many years. When the University decided to replace a 400-TR chiller, Mike decided it was time for a YORK breakthrough. He put together a strong, long-term, strategic-selling plan involving the campus engineers and the successful contractor. His plan worked and he secured the contractor's purchase order.

As usually happens when they lose an order, Trane began to complain. They convinced their friends on campus to call the contractor and request that he buy Trane. As the pressure on the contractor mounted, Mike requested help from his YORK District Sales Manager, Mark Murray.

Mark contacted the YORK legal department, who sent a letter to the State of Tennessee, campus personnel, and Trane. The letter reminded all parties that Tennessee law recognizes the tort of intentional interference with existing contractual relations. In addition to trebled compensatory damages, the trial court may also award punitive damages (Note: this is not unique to Tennessee--the principle of non-interference with contractual right is recognized in all states, and many have similar damages provisions). As you can imagine, once this letter was issued, the objectionable behavior ceased immediately.

In addition to the chiller order, this episode resulted in some additional "compensation" for YORK. The University accepted Mike's proposal to add an OptiSpeed drive to the chiller, and soon ordered another variable-speed chiller for elsewhere on the campus. In addition, four more chillers have been ordered for other state institutions!

Tip: There are many ways to stop a Trane. Be sure to utilize all your resources.

FlexSys convinces engineer

This Smart Selling tip was submitted by Sales Channel Mgmt. Congratulations to Dave Hearth, sales engineer with Process Engineering and Equipment Co. (PECO), sales agent in Grand Rapids, Michigan.

Dave has a consulting engineer who has been a big Trane ally for years. In the past, PECO had bid millions of dollars of equipment on jobs designed by this engineer and had nothing to show for it. They often were discouraged and tempted to pull the YORK catalogs from the engineer's office.

When the engineer was recently designing a new elementary school, a decision was made to use an underfloor-air-distribution system. Having seen a FlexSys advertisement, the engineer gave Dave a call. Dave made a presentation, took the engineer to the FlexSys lab, and to an installed school project in Kansas City. The result was a proprietary FlexSys spec, and a 1.25 SPR. In addition, because of the FlexSys spec, PECO secured orders for additional equipment on the project.

Best of all, YORK now has an opportunity to show this engineer the rest of its capabilities.

Tips

- Don't become frustrated and write off a "hostile" consulting engineer: one day there will be a project or product that will present an opportunity to do business.
 - FlexSys represents a huge opportunity in the educational sector, and will pull other products along with it.
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Importance of operators

This Smart Selling tip was submitted by Sales Channel Mgmt. Congratulations to John Geoghegan and his sales team in Orlando, Florida.

Seminole County Facilities (SCF) has been a solid Trane owner account for many years. However, the Orlando sales team recently broke through on two SCF projects – the Sheriff's Office and the Justice Center – where Trane was the basis-of-design and the preferred supplier.

On the Sheriff's Office project, Team Orlando proposed 2 YR chillers, and used YORKCalc software to prove that YORK had a better life-cycle cost than Trane. However, there was still a strong preference for Trane on the part of the SCF operating personnel: they were familiar with Trane, not with YORK. So Team Orlando requested a meeting, and negotiated additional maintenance into the order, which raised SCF's comfort level. With the right product, the right energy, and the right price, YORK had a \$1 15K order.

Team Orlando stayed close to SCF operating personnel, and were able to further their relationship by proving that Trane was gouging SCF on some existing maintenance contracts. When the Justice Center project came up for bid, they saw their chance to outdistance Trane completely. They picked a contractor, bid aggressively, and nurtured the SCF relationship. The result: a \$550K order for 3 YT chillers and 40 air-handling units!

Tips

- Don't give up if you strike out early -- if you persevere, you will get another at-bat.
- YORKcalc software is a great sales tool.
- Operating personnel have major influence on renovation and expansion projects.

YORKcalc is a great tool

This Smart Selling tip was submitted by Sales Channel Mgmt. Congratulations to Melvin Pipes, sales manager in San Antonio/Austin, Texas, who was a sales engineer back then.

Melvin Pipes learned first-hand that YORKcalc software is one of the best tools we have to sell energy-efficient chillers. It helped him secure the equipment order for the SBC Center, new home of the NBA champion San Antonio Spurs.

The job was specified around Trane chillers. The consulting engineer specified an NPLV of 0.499 kW/TR, to be calculated with ECWT no lower than 75°F (hmm, any guesses on why Trane put that in the spec?).

To change the game, YORK had to demonstrate that San Antonio weather regularly produces ECWTs lower than 75°F. YORKcalc software indicated that this occurred during more than 50% of potential operating hours. However, the engineer wanted impartial sources (despite his Trane-centric spec). So Melvin secured tower data from the local BAC rep, and weather data from BinMaker software, both of which supported YORKcalc's computations. The third-party data was then loaded into YORKcalc, and the resulting analysis showed that YORK chillers would be more efficient than the Trane chillers.

Melvin got the order for three 950-TR MaxE chillers, all equipped with OptiSpeed drives. And 35 air-handling units, too!

Tips

- "YORKcalc becomes an unbiased tool when you load competitive performance into it and use third-party weather data from a source such as BinMaker. Our office has standardized our large proposals around the one I used on this job," Melvin reports.
 - Beware of Trane specs which hold the ECWT artificially high. Educate your engineers on the treachery of Trane tactics.
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Chiller specials = high SPR

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Dwight Wardlaw, sales manager in Houston, Texas.

A Houston-based chemical company was seeking a water chiller for use in one its processes. The owner required a highly reliable unit that would have minimal downtime, and that could be located outdoors. Dwight Wardlaw, who was a Sales Engineer at the time, recognized this as an excellent opportunity for YORK, one that our competitors would have a tough time matching.

He made a presentation to the owner based on a YS screw chiller. For the outdoor location, Dwight explained that YORK could equip the chiller with an open-drive, TEFC motor and NEMA 4X (rain-proof) control enclosures. The customer's reliability concerns were more than satisfied when Dwight explained that YS chillers use Frick screw compressors, which have been proven in oil refineries and chemical plants. To meet the customer's need for minimal downtime, Dwight explained how open-drive motors could be repaired more quickly than hermetic-drive motors in the event of a motor burn-out. In addition, the Houston service office could provide any level of service support desired, even 2-hour response time.

No other chiller manufacturer could come close to YORK's equipment and service offer. As a result, Dwight got the order at a very nice SPR.

Tip: Don't shy away from chiller specials. Our ability to design customized solutions differentiates YORK from its competitors, and contributes to higher SPRs.

"Controls" the sale

This Smart Selling Tip was submitted by Controls Marketing. Congratulations to Jackie Woods, Paul Johnson, and Tony Conyer.

The Memphis facility of Uncle Ben's (the rice people) was plagued by an old, pneumatic, control system that was performing poorly. The facilities personnel wanted to replace it with a new DDC (directdigital-control) system to improve reliability and increase energy-savings potential. They mentioned their desire to YORK, who was performing their HVAC maintenance.

Jackie Woods (Area Service Manager) and Paul Johnson (Service Sales Representative) of YORK's Memphis office told Uncle Ben's that YORK could meet their controls needs. When the customers expressed interest, Jackie and Paul contacted their Controls Sales Specialist, Tony Conyer. Together, they developed a complete controls solution. The customers liked what they saw, so they gave YORK a contract for an initial phase.

Phase 1 consisted of controls upgrades for a chiller and 8 air-handling units. The customers were so pleased with YORK's work on Phase 1 that they added second Phase (7 additional air-handling units) to the contract before Phase 1 was even completed.

Because the YORK team satisfied the customers with YORK controls, there was no bidding and no competition, which resulted in a higher SPR. Another benefit was that it kept Uncle Ben's from talking to the controls companies, who have a nasty habit of offering HVAC service.

Tip: YORK's control offering can be an effective weapon on both new and existing jobs.

Listen, and you'll receive

This Smart Selling tip was submitted by LTC Marketing. Congratulations to Brandon Jackson, Sales Engineer in Houston, Texas.

The Six Flags Astroworld Theme Park in Houston wanted to replace two old 1200-TR Carrier chillers. Brandon Jackson connected with the owner representatives through a design/build contractor. One of these decision-makers heard from a business acquaintance who had some negative experiences with YORK chillers – i.e., they were noisy and required lots of maintenance.

Instead of being discouraged, Brandon probed these issues and learned this report was based on experience with 8,000-TR Titan chillers, which use an external gear. The customer had no direct experience with YORK packaged YK or YT chillers (which of course are quieter and do not pose the issue of compressor-gear-motor alignment as field-erected chillers do). With this understanding, Brandon took the following steps to persuade the customer to consider YORK: Arranged a visit to the San Antonio plant to let the customers hear a YK chiller on the test block. He notes, "They said it was quieter than their existing Carrier chillers." Showed the customers that the YK chiller's D-flange permanently aligned the compressor, gear and motor, reducing maintenance costs. "They quickly recognized there were major differences." Emphasized the YORK open-drive design. "This really hit home because Astroworld recently had a hermetic-motor burnout, which gave me credibility."

In sum, Brandon listened carefully, identified the customer's objections, and addressed them one at a time with tangible proof. He got the order for two YK chillers at favorable SPR.

Tip: Listen carefully to customer objections and identify their source and basis. Use YORK differentials and tangible proof to address each objection.

Getting past first cost

This Smart Selling tip was submitted by L TC Marketing. Congratulations to Mark Merriman, sales engineer in Austin, Texas.

Mark was working on a turn-key, chiller-replacement project in conjunction with the Austin service office. He was offering a 250-TR YR screw chiller, and competing against both Carrier and Trane. He soon realized that Carrier's offer, using a 30HX screw chiller, was the real competition, with a 7.5% lower first cost. Undeterred, Mark set about convincing the owner that YORK had a better offer.

The local electric utility offered rebates based on design efficiency. The YR chiller's superior efficiency (0.592 design kW/TR vs. Carrier's 0.686) would enable the owner to secure 200% more rebate dollars. That cut Carrier's first-cost advantage to only 5%.

Mark then demonstrated to the owner the advantage of the YR chiller's off-design efficiency (0.433 IPLV vs. Carrier's 0.509 IPLV). Using the YORKcalc program, Mark demonstrated that YR chiller would cost about \$5,000 less to operate annually.

The owner wanted to finance the project over 5 years, so Mark contacted CIT and put together a very attractive financing offer for the owner. With the financing, the monthly payment for the YORK offer would be \$130 more than the Carrier offer. *However*, the YORK offer would save about \$400 per month in energy costs. So, by purchasing YORK instead of Carrier, the owner would enjoy a positive cash flow of \$270 per month.

Needless to say, the combination of a utility rebate, attractive financing, and superior energy performance convinced the owner. Mark and the Austin service office got the order.

Tips

- Don't get trapped into competing solely on first cost. With an owner, analyze the total owning cost.
 - Utilize the YORKcalc program to evaluate equipment operating costs.
 - Take advantage of utility rebates.
 - If financing is an issue, take advantage of our corporate agreement with CIT.
 - A team effort by Sales and Service can make a big difference.
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Entice customers out of rut

This Smart Selling tip was submitted by Small-Tonnage Chiller Marketing. Congratulations to the Houston Sales & Service Team.

The Houston office noticed their air-cooled-chiller share was lagging in the growing school market. School districts had fallen into a rut of purchasing the same competitor, ignoring YORK's advantages. To help the districts get out of their rut, the Houston office developed the School District Advantage Program.

The benefits offered to the school district include:

- free chiller operation-and-troubleshooting training class,
- 22% parts discount on YORK equipment,
- 3 years parts-and-labor warranty on the chiller, and
- free epoxy coating of the condenser coils (critical in Houston climate).

The requirements for school-district participation are:

- enroll in the program,
- purchase a YORK air-cooled chiller,
- attend the free chiller-training class given by Houston service, and
- agree to an annual review (verifying the district continues to buy YORK).

The Houston office administers the program. The sales and service departments share part of the program's cost. YORK's share of this market has escalated to 35%, up from 10% in 2001. Needless to say, the Houston office plans to continue the program and capture more of the STC school market.

Tips:

- Give customers a reason to get out of their purchasing rut.
 - Sales and Service working together make an unbeatable combination.
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Owner relationships

This Smart Selling Tip was submitted by Commercial Products Marketing. Congratulations to the Nashville Sales Team.

The Nashville office's success at building customer relationships helped them overcome perceived Carrier hurdles on a recent project. The first hurdle was exclusion from the spec. When a recent Nissan renovation project listed Carrier as the basis of design, with only Trane, McQuay, and Mammoth shown as acceptable alternates, the Nashville office called the owner. They had built a relationship, even though Nissan had not yet purchased any YORK equipment. As a result, Nissan published an addendum listing YORK as an acceptable alternate.

The second hurdle was specified capacities. The spec called for 60-ton rooftop units, and the cooling / heating capacities were right out of the Carrier catalog. To meet these capacities, especially the heating load, required YORK to bid a YPAL070. This meant a larger footprint and a higher price tag. A request for information (RFI) was issued to the owner, asking if the specified loads were nominal or actual. After reviewing the RFI, Nissan decided that the cooling and heating capacities of the YPAL060 were sufficient to satisfy the building load.

As a result, the Nashville office received a \$663,000 order for (18) YPAL060.

Tips

- Don't take building consistent relationships with owners for granted.
 - Don't believe what you see on a commercial-equipment schedule. Copy-and-paste templates aren't always reflective of the true requirements.
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Financing seals the deal

This Smart Selling tip was submitted by Commercial Products Marketing. Congratulations to the Nashville Sales Team.

The Nashville Sales Team was recently able to demonstrate the extraordinary energy-savings and performance benefits of upgrading the HVAC systems of Ohio Valley College (OVC). They were able to show OVC that upgrading from a DX system to a 175-ton YS screw chiller would save on real-world energy, with an NPLV of 0.475. Additionally, the proposal included 12.5-ton Predator rooftop units for several ancillary buildings. But the small college wasn't able to cover the upfront costs on its own or qualify for financing at the local bank.

So Nashville called upon YORK's financial-services partner, CIT Equipment Finance. CIT was able to put together a custom financial solution that allowed OVC to use the energy savings to pay for the upgrade, avoiding large upfront outlays. The result: a \$973,000 order.

To learn more about how the YORK-CIT partnership can help you achieve your objectives and meet your customers' needs, go to <http://intranet.york.com/web0019/> and click on the "CIT Financing" link.

Tip: For some customers, first cost is not as important as monthly payments and cash flow.

Open protocol opens doors

This Smart Selling tip was submitted by Controls Marketing. Congratulations to the Orlando, FL Sales and Service Teams

The Seminole County Public Schools Administration Building was built in 1994 with Carrier chillers, AHUs and controls. Recently, the Carrier chillers were replaced, and the owner decided to also replace the Carrier proprietary controls.

Trane, Johnson and Alerton were initially specified as the only acceptable controls suppliers. Phil Meinke (CSS) called on the owner and engineer, and convinced them of the benefits of an open-protocol system, like YORK's ISN ConneXsys controls. The owner and engineer were impressed, and allowed YORK to bid the controls.

The capabilities of the ISN ConneXsys Operator Work Station, a competitive price, and the proximity of the YORK service office for fast, responsive service, provided a product package that the owner wanted. The result was securing a \$155,000 ISN ConneXsys controls order.

Tip: Sell the open-protocol capability of ISN ConneXsys controls.

Sell up for success

This Smart Selling tip was submitted by Small-Tonnage Chiller Marketing. Congratulations to the Houston Sales & Service Team.

Round One: Knowing the owner/occupant's requirement for low first cost, the Houston Sales Team bid a recent project with YCAS chillers.

Round two: When the Latitude YCAV became available, they amended their bid to 3 options to cover a wide spectrum — YCAS, standard YCAV, and optimized YCAV.

The 3-pronged attack: (1) Brandon Jackson started working with the contractor on the project, while (2) Andrew Edmondson relayed information on the YCAV's superior IPLV to the engineer. In the first round with the YCAS, YORK had been within 5% of Trane's efficiency, however, with the optimized YCAV, no one could match the efficiency. Meanwhile, (3) Oscar Peraza presented the Latitude to the owner. When the owner and the engineer discovered the characteristics that gave the Latitude the lowest total cost of ownership, they were convinced.

The owner required a simple payback of 2 years. After completing an Approximate Energy Cost Analysis, which is now built into YORKworks, the team was able to bid the chillers at a .96 SPR, and still able to demonstrate a 2-year payback. The initial feedback was that their price was higher than the competitors'. Knowing the owner and engineer's understanding of the benefits offered by the Latitude, the Houston team decided to stick to their price. They secured the job at a \$30,000 premium.

Tips:

- Selling "Lowest Total Cost of Ownership" can overcome the initial first-cost objections.
 - Don't be afraid to stick with your bid and sell up.
 - Use selling tools like YORKworks and the Approximate Energy Cost Analysis to your advantage.
 - By influencing the decision-makers with the Latitude message, a 'commodity' market can be transformed into a profitable sales opportunity.
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Doctor's orders: take two OptiSpeeds

This Smart Selling Tip was submitted by Chris Williams (Nashville) and Klint Kingsbury (San Antonio). Congratulations to this combined sales team.

The consulting engineer for North Central Baptist Hospital had already made up his mind, and didn't want to discuss the job further with YORK. His specifications were based on Trane's "ultra-efficient," constant-speed chillers. The contractor had placed the order with Trane, and the submittals had been sent to the engineer for approval.

Chris Williams and Klint Kingsbury were undeterred. Upon approaching the owner and the facility manager, they were able to use YORKcalc to show lifecycle cost savings through off-design energy savings with an OptiSpeed drive and ECWT of 55°F, a 0.98 stable power factor, and a smaller emergency generator.

Trane began feeding the owner misinformation. They said a VSD would require larger wiring and a bigger generator. They pushed their full-load kW/TR, which they knew YORK couldn't match. They also stated they could use 55°F ECWT and supply a VSD. Rather than argue with Trane, Chris and Klint referred the owner to the local emergency-generator providers, who confirmed that the VSD chiller would require a smaller generator and less fuel. When challenged on these statements, Trane couldn't back-up their VSD statements, the constant use of 55°F water, or keep their sound levels as low as YORK's. The final straw was that Trane's package was \$50,000 higher than YORK's.

The facility manager forced the consulting engineer to accept YORK. He then canceled Trane's million-dollar purchase order. Not only did YORK get an order for two 800-ton MaxE YK centrifugal chillers, but seven Solution air-handling units as well.

Tips:

- Use YORKcalc to prove YORK's lifecycle savings.
 - Be aware of misinformation generated by the competition.
 - Having the owner on your side is 90% of the battle.
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Sighting in a long-shot

This Smart Selling Tip was submitted by Theodore Godawski – Area Service Manager in Dallas, TX. Congratulations to the Dallas Sales and Service Teams.

The Dallas office used teamwork, and superior products, to turn a long-shot proposal to a loyal Carrier owner into a YORK order. The owner, Thomson Corporation, wanted to replace two old Trane chillers totaling 700 TR. Carrier had been servicing the chillers and Thomson was pleased with their service, so they were asked to bid on the project. While Trane and YORK were also asked to bid, Thomson indicated that the project was Carrier's job to lose.

Taking aim – After the initial bids, Thomson held interviews with the bidders. Once they discovered the phase-out schedule for HCFC-123 refrigerant, Trane was eliminated. Carrier assumed the job was theirs, so they didn't work hard to secure it.

The Dallas Sales and Service teams, with the coaching of Thompson's facility manager, worked together on the YORK presentation. Having bid one YR chiller and one YK chiller with an OptiSpeed drive, they focused their presentation on low energy and low sound. Through the use of YORKcalc software, Thomson was able to see the impact of the energy savings.

Bulls-eye – Thomson issued YORK a \$376,000 PO for the project, at a \$15,000 premium. With both chillers coming from our in-stock program, we were able to match the delivery promised by our competitors.

Selling Tip: Even long-shots can be on-target, with some hard work, a lot of communication, and the right offer.

The right “package”

This Smart Selling Tip was submitted by John Geoghegan – District Sales Manager in Orlando, FL. Congratulations to the Atlanta and Orlando Sales Teams.

After David Spruill (Atlanta SE) worked with his consulting engineer to issue a very favorable YORK-based specification for two 550 TR YK chillers at the new Caribbean St. Regis Resort on Anguilla, Brett Monteleone (Orlando SE) approached the Orlando-based GC to ensure that base was covered, and to confirm details and timeframe of the purchase.

Brett took advantage of the opportunity to advise the GC of the outstanding benefits of a total YORK package of equipment, controls and project management. The GC commented that he was very interested in learning more about a single-source YORK offering. Brett then involved Phil Meinke (Orlando CSS) and John Geoghegan. They arranged a YORK presentation for the GC and Owner. YORK Service, Rusty Smith (Controls) and Buddy Saucier (Project Management group) were then engaged in the project, to ensure our scope of supply and capabilities were aligned. The controls specification from the consulting engineer was then revised to reflect a YORK control system for all aspects of the resort facility operations.

YORK received an order for over \$1.1 million of controls from the GC, as well as a \$400K order for YK chillers from the mechanical contractor.

Tip: Don't think of controls as an “add-on” to a chiller sale, make them an integral part of the project for a single-source offering, and involve all members of the team to ensure that every available skill-set is utilized.