



WATER ENERGY DISTRIBUTORS, INC.

603-329-8122

www.northeastgeo.com

-SELLING GEOTHERMAL SYSTEMS IN NEW ENGLAND-

“Geothermal with Confidence”

8:30 – MARTIN ORIO, AI

- I. Welcome**
 - A. Thank you for joining us
 - B. Restrooms and Exits
 - C. Program Overview
- II. Water Energy Distributors, Inc.**
 - A. Who we are
 - B. Geothermal credentials
 - C. Sales territory
 - D. Nothing but geo since 1978
- III. How does geothermal work?**
 - A. Geothermal is Solar Energy
 - B. Using the refrigerant circuit to extract heat
 - C. Using the refrigeration circuit to dispel heat
 - D. Desuperheat circuit – Hot water assist
- IV. The importance of partnerships**
 1. Earthside
 2. HVAC
 3. Distribution
 4. Electrical
 5. The GC/Homeowner relationship

10:30 - How to sell geothermal

- I. Operating efficiency vs. First Cost**
 - A. Utility perspective
 - a. Installed efficiencies data
 - b. Peaks and usage
 - c. Rebates
 - B. Homeowner perspective
 - a. First cost
 - b. Operating efficiency
 - c. Payback & ROI
 - d. Two kinds of Green

- e. Fed. & local incentives
 - C. Strategies
 - a. Educating the customer
 - b. Apples to apples comparisons
 - c. Closing the sale
- II. Clarifying your proposal**
 - 1. Load analysis
 - 2. Load parameters
 - 3. Residential and commercial grade equipment
 - a. Warranty
 - b. Features
 - 4. 100% heating and cooling
 - 5. Dual fuel
- III. Why work with Water Energy Distributors?**
 - A. Our philosophy on system design
 - 1. Your chosen earth coupling
 - a. Responsible Closed loop design
 - b. Responsible Open system design
 - B. Preliminary through as-built earth design support
 - C. Responsible load assistance
 - 1. Wrightsoft's Manual J
 - 2. Other load analysis programs – Why not?
 - D. Detailed HP and controls schematics
 - E. Pre-start and start up services
 - F. Fast, effective warranty support
 - G. 24 hour tech support
 - H. Comprehensive recordkeeping
 - I. Lead generation
 - J. Aggressive COOP program & marketing support
- IV. Resources**
 - 1. WEDI supports you – consumer confidence
 - 2. COOP \$\$\$
- V. The Process of engaging our office**
 - A. Become a Water Energy dealer
 - 1. EPA certification
 - 2. Business parameters – terms
 - 3. Trainings and resale pricing
 - 4. Leads In and Out
- VI. Commercial Projects**
 - A. IV Martel – commercial Estimator
 - 1. Using Climasize
 - 2. Strategies for commercial selling
- VII. Questions/Conclusion**

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