



**WATER ENERGY DISTRIBUTORS, INC.**

**603-329-8122**

**[www.northeastgeo.com](http://www.northeastgeo.com)**

**-SELLING GEOTHERMAL SYSTEMS IN CONNECTICUT-**

**Sales and System Overview Presentation**

**“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. 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

**9:30**

- V. How to sell geothermal
  - A. Operating efficiency vs. First Cost
    - 1. Utility perspective
      - a. Installed efficiencies data
      - b. Peaks and usage
      - c. Rebates
    - 2. Homeowner perspective
      - a. First cost
      - b. Operating efficiency
      - c. Payback & ROI
      - d. Two kinds of Green
      - e. Fed. & local incentives
    - 3. Strategies
      - a. Educating the customer
      - b. Apples to apples comparisons
      - c. Closing the sale
  - B. 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
  - C. Resources
    - 1. WEDI supports you – consumer confidence
    - 2. COOP \$\$\$
  - D. The importance of partnerships
    - 1. Earthside
    - 2. HVAC
    - 3. Distribution
    - 4. Electrical
    - 5. The GC/Homeowner relationship

**10:30 – Break**

**10:45 - Resume**

- VI. 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

**11:00 – MATTHEW ORIO, CGD**

- VII. Why ClimateMaster?
  - A. Features
  - B. Advantages and Benefits
- VIII. Water to Air units
  - A. Typical applications
  - B. Controls
  - C. Troubleshooting
  - D. Support tools
  - E. Start up
- IX. Water to Water
  - A. Typical applications
  - B. Controls
    - 1. WEDI controls
  - C. Troubleshooting
  - D. Support tools
  - E. Start up
- X. Design support
  - A. Wiring diagrams
  - B. Earth-coupling diagrams/process
  - C. Equipment cut sheets and information
  - D. Fuel cost comparison
  - E. Other support elements
- XI. Program recap

**12:30 – 1:00 LUNCH**

**1:00 – 2:00 LUNCH CONTINUES with “open forum” geothermal Q&A**

**2:00 - ADJOURN**