



March 2015

The WHPA has recently developed two directories that may be of use to your organization, your customers, or your members. Below the information on the directories is a personal letter about this project from Dale Gustavson, WHPA Executive Advisor and former HVAC efficiency sales trainer.

[HVAC Sales Training Providers](#) (link)

Purpose: Improve contractors' ability to communicate the benefits of HVAC maintenance, efficient HVAC equipment, and other HVAC efficiency measures.

This webpage has a directory of HVAC-focused sales trainers from across the country. WHPA members and staff collected detailed information on each provider, such as their:

- **Market** (Residential, Light Commercial, etc.)
- **Course topics** (HVAC Workforce Sales, Energy Efficiency, etc.)
- **Delivery method** (Onsite classroom instruction, online webcast, etc.)

[HVAC Savings Estimator Tools](#) (link)

Purpose: Increase sales by better quantifying the value of measures being proposed by contractors and facility managers.

The HVAC value proposition includes benefits that are difficult to quantify. The HVAC Savings Estimator Tools in our directory will help provide metrics on comfort, productivity, reliability, and indoor air quality.

If you would like to submit an HVAC sales training organization or estimator tool for these directories, please email [Wendy Worrell](#).

Dear Friends of the WHPA,

After 30 years in the HVAC efficiency realm, it pains me to see such a great and important industry being so commoditized. Face it, other industries from which your potential customers buy things have been outselling the HVAC industry for decades. Selling isn't bidding. Selling is being proactive about presenting value propositions that make sense to customers.

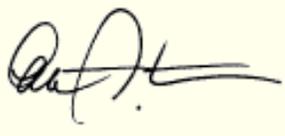
We aren't recommending any *one sales trainer*, we're recommending *sales training*. Period.

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Some of the estimators/modeling tools listed are usable by beginners, some by intermediates, and some by experts. In a future update, we'll identify which are which.

One tool on the list I am particularly fond of is the [Honeywell Economizer Savings Estimator](#). It's easy enough for any commercial contractor to use and has been updated very recently. It's been around for 17 years and hardly anybody uses it. And it's FREE. I'm also fond of it because it was developed by two highly regarded university researchers who own it (making it bullet proof) and because customers aren't going to pay to replace the 70% of economizers that aren't functioning unless they are shown in dollars and cents what they will save on their gas and electric bills.

All the best,

A handwritten signature in black ink, appearing to read 'Dale Gustavson', with a stylized flourish at the end.

Dale Gustavson
WHPA Executive Advisor