Please define your occupation type.

- OEM
- Contractor
- Wholesaler-Distributor
- Consultant
- End-user
- Internal
- Other
Presenters

Becky Hoelscher
Director of AC Aftermarket Sales, Emerson Commercial and Residential Solutions

Becky serves as Chairman of the Partnership for Air Conditioning, Heating, Refrigeration Accreditation (PAHRA) and is an active member of ACCA and PHCC.

Nick Lamb
Owner, Butler Heating & Air Conditioning

Nick is the owner of Butler Heating & Air Conditioning. With 13 years of experience in the HVAC industry, he currently manages Butler’s sales group. Butler Heating & Air Conditioning has been serving the greater Dayton, OH area since 1949, specializing in residential and light commercial HVAC services, maintenance and replacement.
8 TIPS to start the comfort conversation
Why Talk About Comfort?

The average American spends 21 hours a day indoors—whether it’s sleeping, working, dining, shopping, etc.
Define Comfort
What are your customers most common comfort complaints?

- Too hot/cold
- Humidity
- Too noisy
- Running all the time
Comfort is More Than Temperature

- HUMIDITY
- AIR QUALITY
- LIGHTING
- SOUND
- ODORS
Factors Affecting Thermal Comfort

Environmental Factors

- Air Temperature
- Radiant Heat
- Air Circulation
- Humidity Levels

Personal Factors

- Metabolic Rate
- Clothing
Discuss Health
What’s your approach to figuring out if your customers have allergy or asthma issues?

“I look for pets”

“I look for dehumidifiers”

“I look for tissue boxes”

All of the above
Air Quality and Health

8 out of 10 people are exposed to DUST MITES – and – 6 out of 10 people are exposed to PET DANDER daily.
Offer Incremental Changes
Ceiling Fans
Programmable Thermostats
Connect the Dots Between Efficiency and Comfort
Discuss Efficiency Standards

Minimum SEER/IEER standards

What higher efficiency means
Talk About Systems in Terms of Comfort
The Role of Air Conditioning and Comfort

Single-Stage VS Two-Stage VS Variable Speed
How important is it for you to have third-party information available to provide to your customers?

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important
Direct them to Third Party Information
Begin Talking Comfort
For more information get our ebook at Climate.Emerson.com/livability

Stay tuned for more upcoming webinars and check out ac-heatingconnect.com to stay up-to-date on the latest industry information and tools
Industry Resources

AC & Heating Connect
- http://www.ac-heatingconnect.com/

Texas A&M Reports Library
- http://oaktrust.library.tamu.edu/handle/1969.1/1656

Texas A&M Specific Reports
- http://oaktrust.library.tamu.edu/handle/1969.1/2089
- http://oaktrust.library.tamu.edu/handle/1969.1/92919
- http://oaktrust.library.tamu.edu/handle/1969.1/6420

DOE
- https://www.energy.gov/

Energy Star
- https://www.energystar.gov/

ACCA
- https://www.acca.org/home

AHRI
- http://www.ahrinet.org/Home