

# Seminar Preparation Kit for the Heat Exchanger Seminar “Finding Failure - Saving Lives”

A Seminar Facilitated by  
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**Furnace Safety Consultants**

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# Recommended Timeline for the Seminar

- 12 Weeks or More Before Your Seminar

Schedule and book the seminar with FSC. The earlier you book your date the better your chances are for getting it. On some occasions, we may be able to handle your request even on short notice.

- 6 Weeks Prior to the Seminar

Notify your territory managers (TMs) of the coming seminar and suggest they learn more about this training so they will be better prepared to help recruit their dealers which in turn will help them sell a substantial amount more equipment. They can learn more at [www.furnacesafetyconsultants.com](http://www.furnacesafetyconsultants.com)

Mail out the invitation memo to your dealers and encourage them to send all their service techs and company managers (a sample is included in this kit).

If you decide to hold the seminar off-site, make arrangements for a meeting location. Please keep in mind that we have about 20 old furnaces that will need to be on display near the seminar room and be easily accessed from our truck.

Remember to make all food and drink arrangements.

- 2 Weeks Prior to the Seminar

Remind your TMs of the coming seminar.

(Optional: email a confirmation notice to all who will be attending. A sample is provided in this kit.)

- 1 Day Before the Seminar

Make sure the room is set up per the attached room diagram or similar.

Make sure the food and drink arrangements are made. For the 4:30-9pm seminar it is best to have everyone eat when they arrive so that we can start the seminar at 5pm sharp.

Make sure the warehouse knows that we will be arriving about 2 hours before the seminar and will need some assistance unloading the furnaces into the warehouse.

Call your registered dealers to remind them not to forget about the seminar and that food will be provided.

Designate a representative from your distributorship to be present and start off the meeting with welcoming comments and introduce the presenter.

- **Day of the Seminar**

Make sure your representative will be present at the start of the seminar to kick it off.

Two hours before the seminar make sure the food caterer is on schedule.

- **Days directly after the seminar**

Follow up with those who attended and be prepared to hear a lot of the following comments:

“Now that was the best HVAC class I have ever sat through”

“I wish we would have known this information along time ago”

“We already found and sold a new system since the seminar and everyone here is very excited about the amount of work we know is out there in our marketplace”

“I wish we would have sent every one of our service techs to this class because it pays for itself immediately unless they are blind”

“Let us know when you can get them back again so we can send the rest of our techs”

- **1 Week After the Seminar**

Furnace Safety Consultants will have sent you the invoice for your seminar.

# Seminar Agenda

- 2:30 PM Arrive at training location. Warehouse staff helps unload 25 furnaces including all audio/video devices for classroom style training. Furnaces can be spread out in warehouse or rear of training room if size permits. Classroom can be in warehouse if required.
- 4:30 Attendees arrive and eat. Food & drink to be provided by the distributor. Encourage all to mill around the equipment and tools on display.
- 5:00 Introduction of Greg Hunsicker and welcome all in attendance. PowerPoint presentation discussing such items as:
  - How and why failures occur in furnace heat exchangers
  - Different designs of heat exchangers
  - Why and more specifically, for what reasons do people buy a replacement furnace?  
Liability of servicing and restoring heat to a furnace on a service or repair visit.
  - Carbon Monoxide myths and truths
  - Industry standards regarding what is to happen after finding heat exchanger failure on a furnace.
  - Why it is important to have all service techs and company managers trained to the same degree when it comes to finding heat exchanger failures. Handling customer “no heat” situations after discovering heat exchanger failure.

- Advertising and marketing strategies that really work to educate the consumer about yearly furnace safety checks. Stop trying to sell someone a furnace who by all accounts thinks theirs is working fine. Incentives that will help techs do a better job of discovering failures, which do not cost the company anything at all.
- Show and discuss different tools available and the different procedures used on various heat exchanger designs.

- 7-7:15 Break/Stretch
- 7:15 PowerPoint slide show of over 80 different documented heat exchanger failure patterns by name, model and serial.
- Methods and tools required to find the failures in shortest amount of time with best results.
- 8:20 Hand out all training manual/photo albums and custom inspection mirrors.
- 8:30-9:00 “Hands on” old equipment with personal demonstrations of best industry tools for finding most failures within first 15 minutes of service call.
- Questions and answers to anyone not confident about all materials covered.
- 9:00 Load up all equipment and training materials

# Seminar Objectives

1. First and foremost , talk about what causes equipment owners to buy a new HVAC system & not just think about it!
2. Set the stage to begin the process of teaching why the technician must perform service slightly different than what they have done in the past. Stress the fact that nobody would purposely leave a furnace in operation that has cracks or holes in the heat exchanger.
3. Teach about different heat exchanger designs and what the normal causes are for their failure. We will stress that no manufacturer has ever made a heat exchanger that will last forever and it is the service techs responsibility to find that failure when it is present so that they can now show their client it is time to replace their unit do to safety reasons and that the normal safe life of their unit is now over.
4. Show known patterns of failure in many popular furnace models.
5. Show many different tools and devices that will help find and show these failures and how to use them.
6. Show how to sell high end equipment during these situations.
7. Show how to keep end users safer, using less utility, maintain a quieter more comfortable home and allowing the HVAC dealers to sell a lot more boxes that are just stacked up in the distribution warehouses waiting to be installed.

# Seminar Logistics

## **What the Participants need to bring:**

1. Themselves (I will keep them awake).
2. An open mind to change or their competitors will soon eat their lunch.

## **What Furnace Safety Consultants will supply:**

1. All training materials and visual aids.
2. Sign-In sheet.
3. Training manual/Photo Albums (books of knowledge) for up to 35 people.
4. Custom cut inspection mirrors for up to 35 people.
5. Certificates of training to be mailed after seminar to the distributor.
6. (4) Hours of NATE Continuing Education Credit for those who have a NATE I.D. number.

# How To Sell It To Your Dealers

1. Ask them if they would like to learn how to quickly convert a high number of heating service calls on gas furnaces into system replacement sales jobs.
2. Let them know that you are bringing in an expert to teach heat exchanger failure patterns.
3. Remind them that when their techs discover heat exchanger failures they are to shut off the unit and alert the owner that their furnace is no longer safe to operate.
4. Let them know we bring over 25 different furnaces and heat exchangers to the training seminar.
5. Let them know we have over 80 documented failure patterns in different gas furnace models.
6. Let them know that the expert you are bringing in will show their techs and managers the proper way to check for heat exchanger failure and what tools they need to use to find them and show their customer.
7. Remind them that most people do not buy a new heating and cooling system until they know they have to and this training will give their company the information and knowledge to capitalize on that.
8. Let them know that this training has been approved by both Trane and American Standard.
9. Let them know that there is a 100% satisfaction guarantee or they will not pay one dime!
10. Refer them to our website to learn more about our training [www.furnacesafetyconsultants.com](http://www.furnacesafetyconsultants.com)
11. If their competition gets this training and they don't then they are no longer going to be the experts in their town!



# Sample Invitation Letter

## Furnace Safety Consultants & HVAC Training

**Providing education and training for the HVAC service industry and protecting the end user from operating a potentially dangerous heating system. Don't let your competition find the failure first and get the replacement sale!**

There are millions of gas furnaces out there in the US alone that are operating with failed heat exchangers due to nobody finding that failure and telling the owner why their furnace or heat exchangers must be replaced for safety reasons. Furnace Safety Consultants has documented many heat exchanger failure patterns and provides very thorough training for service techs and HVAC companies regarding these failures. It is amazing how many seasoned techs don't know the information we teach and how to quickly find those failures during their service calls. There is a **GOLD MINE** of business out there in the retrofit and replacement markets once the service techs have been properly trained with this information. It should be industry required that all techs servicing or repairing fuel burning furnaces know these patterns of failure and how to easily find them in the course of their service.

The heat exchangers are the heart of the furnace and if they have failed then you are not going to put parts on it and leave it on or likewise perform all the service and cleaning and leave it on. One of the first things a tech should do on a gas furnace service call is make sure the heat exchanger has not failed to the best of their ability prior to focusing on anything else.

Remember...The long term safe life of a gas furnace is dictated by the integrity of the heat exchanger section not the fact that is or is not putting Carbon Monoxide into the home at that very moment in time.

Remember...people usually don't buy new HVAC systems until they are told they have to by the service technician due to safety reasons or catastrophic failure. Finding failures and shutting down old systems is what really creates the sales opportunities!!!

Realize this.. Homeowners buy furnaces for the same reasons that you and I do. They buy them when they have to but usually not until then. It is our duty as a heating technician to tell them when they have to based upon the failure of the heat exchanger. No manufacturer has made a heat exchanger that will last forever and it is the service providers' duty to notify the owner when the safe useful life (by all industry standards) of the furnace is over. It is industry standard that a furnace with a failed heat exchanger not be left operating that way regardless of whether it is putting carbon monoxide into the home at that moment in time or not! Protect your liability and increase your HVAC equipment sales when **Fact** and **Opportunity** meet. Will you let FSC help you tap your potential today?

Come spend a few hours with Greg Hunsicker and let him share his knowledge with you. You'll be glad you did. So call today and sign up. Space is limited to the first 35 people. After that, we close the enrollment!

If you have questions please contact [contact name at distributorship].

You can also visit the Furnace Safety website for more information

[www.furnacesafetyconsultants.com](http://www.furnacesafetyconsultants.com)

[signature of distributor executive]

# Sample Confirmation Letter

This is just a courtesy reminder to remind you that you are confirmed for \_\_\_\_\_ seats in our upcoming "*Heat Exchanger Training*" Seminar being held on [date & time] at [location].

We look forward to seeing you at the seminar and we are confident you will be glad that you attended this eye opening training that has helped many contactors increase their sales while keeping their clients safer.

Remember food & drinks will be provided

See you on the [date]!

[signature of distributor executive]

# Requested Room Layout

As much as possible, try to have the seminar room arranged along the following scheme:

