

CLEAResult®

# View From the Field Where the Wrench Tightens the Pipe



We change the way  
people use energy™



# Differences Between The Trades

Business Traits	Plumbers	HVAC
Sales	Techs	Professional Sales
Speed of Change	Moderate	Hyper
History Of EE program involvement	Recent	Since the fuel wars
Industry Product Support	Moderate	High
Planned Replacements	Low	Higher



# What They Have In Common



# HPWH Misperceptions

- Technicians have to learn refrigeration
- They are noisy
- They always have to be ducted
- Homeowners won't pay the higher cost

# The Long Shadow of Failed Product



# Run Don't Hug





# The Big Three All Have Tested Tier 3 Product

Over 350 years of experience

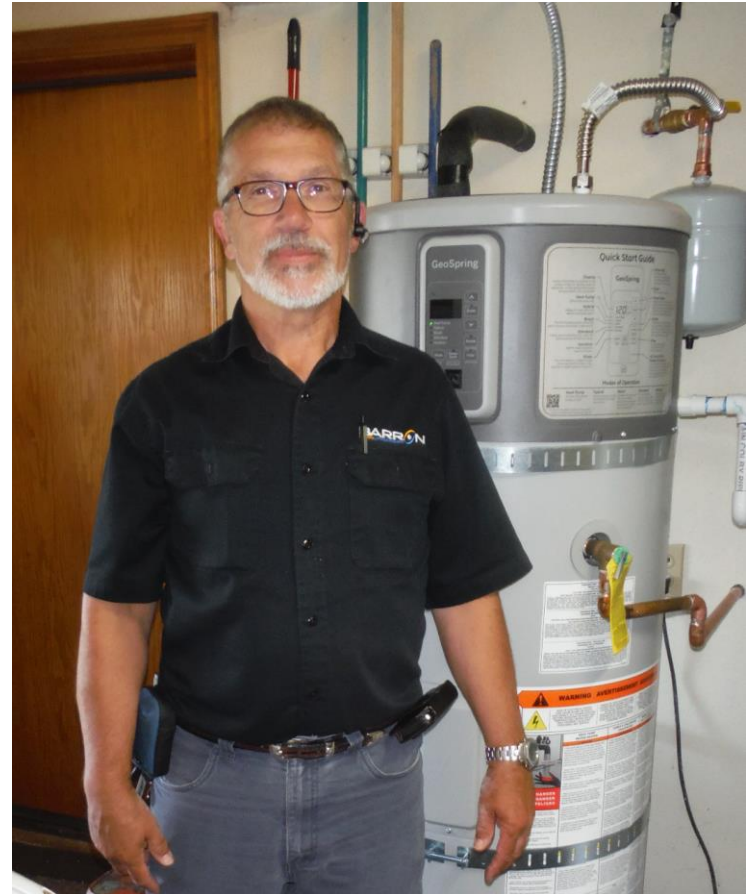
10 Year warranty



# Socializing the Technology: The Pro-Deal

## Activity Overview:

- Free tank of their choice
- Installed at tech. home
- Host event with all staff
- Develop value proposition



# Finding The Right Place In The Stream



# Up Midstream Without a Paddle



# Lessons Learned

- Mid stream/up stream kickstarts the market, increases stock and sales
- Plumbers need to feel comfortable about recommending HPWHs
- Help overcome their misperceptions through training and socialization
- Don't tell installers this is good for your business

# Thank you

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