

# 5 tips for upselling indoor air quality solutions:



1

## THINK BIG PICTURE

Often customers don't know exactly what they need solution-wise. Make sure you're educating homeowners so they can connect the dots and make an informed decision.



2

## SOLVE PROBLEMS BEFORE THEY START

Be sure you're sharing potential indoor air quality issues customers may not be aware of. In many cases people don't even realize there's an issue until a pro brings it up.



**Ask your customers** if they suffer from any of the following:

- Sneezing or added discomfort from common allergies
- Increased asthma attacks
- Dry, itchy skin or eyes
- Visible mold or bacteria growths
- Noticeable odors that don't go away with cleaning or disinfecting
- Unexplained damage to floors and furnishings

4

## CHECK IN

The job isn't done when you finish installation. Be sure to check in often and discuss upgrades and add-ons based on performance and indoor air quality. Often even satisfied customers will be open to additional products soon after their initial install.

5

## DON'T JUST FOCUS ON HEALTH

While their health and their family's health is likely top-of-mind, don't forget about the added benefits of indoor air quality products at Johnstone Supply. Comfort, energy savings, and long-term reliability are also important selling points.

3

## EXPLAIN HOW THE PIECES COME TOGETHER

Sometimes a single solution does the trick -- other times multiple product solutions are ideal to address ongoing issues. Install too little and customers may think your recommendation didn't do the job when, in reality, they needed a more holistic approach.



Have questions? Our pros have answers. Contact your sales support rep to learn more and add more revenue to every job.

