

# Paloma

## Selling Paloma Tankless Water Heaters



Program Overview, Steps to the Paloma Sale

## Your Paloma Sales Support Program

Paloma makes it easy for you to customize the hot water solution for your customer's lifestyle. Choosing a Paloma Tankless hot water heater with your customer couldn't be easier. While you're helping them get continuous hot water, you'll be getting continuous sales support from Paloma. When you partner with Paloma this is what you get:

- A sales kit loaded with specs, sizing tools, and product descriptions
- Customer product brochures
- Newspaper & Yellow Pages templates for your business
- Access to a secure Paloma web site for professionals only
- New product sheets download capability
- Pre-and post-sales training
- Training and tech support video
- Referral support
- Online warranty registration
- Application case studies
- Customer tracking
- Tech support telephone number
- Customer direct-mail program
- A great warranty

# Support Overview

## Match hot water usage to customer's lifestyle:

1. Enough hot water?
2. How many bathrooms?
3. Where does the customer live? (Northern climate or South Coastal region?)
4. How many simultaneous showers?
5. What is the GPM volume? (Use a bucket to calculate GPM volume; 2.5 GPM is a standard shower)
6. What is the approximate incoming water temperature at the coldest time of year? (North = 40° , South Coastal Region = 60°)
7. Need help with your selling routine? Use the “Highly Successful Paloma Sales Techniques” tutorial found in the Sales section.

# Preparation

## Paloma's Proprietary Safety:

- ICAD™ detects flame conditions that produce carbon monoxide, shuts the unit down and displays an error code on the controller.
- No other manufacturer has any similar safety system.

## Temperature Control:

- Digital Remotes let the customer set and change water temperature from different locations in their home.
- Choose the perfect temperature setting.
- Precise temperature control.
- Protection against scalding.

## Energy Efficiency

- According to government tests, the Paloma tankless uses nearly 30% less energy than a new 50-gallon tank heater and up to 40% less than a 100-gallon tank.
- Gas is used only when needed.

## Easy Future Expansion

- With DUOnex™ and the DUOnex™ Cable you can create a two-unit system with double the performance.

## Sizing

- Download an excel file sizing calculator using online link.
- A properly sized system will give your customer all the hot water they will need.
- Your customer will never run out of hot water.

# Features

## Builder

- Smaller footprint using less square footage
- Build energy efficient homes that today's buyers want
- Build greener
- Create greater flexibility and options for the buyer
- Offer more technical innovations
- Differentiate your homes from the competition in a tight market
- Enhanced buying experience
- Focus on customer's lifestyle needs
- Add greater value to the homes you build

## Contractor

- Bigger profits
- Increase customer satisfaction
- Offer a more versatile hot water experience
- More referrals
- Technically advanced designs
- Offer more design choices
- Exceed expectations

# Benefits

To customize, place  
Avery Label 8663

Customer Information	Contact Name(s)	Title	Company Name	Type of Business
	Delivery Address	Closest Cross Street	City	State Zip
	Daytime Phone	Evening Phone	E-mail	
Job Estimate	Description		Price Estimate	
	Model & Quantity			
	Venting			
	Gas Line Extensions			
	Controllers	Controller 1: _____ Controller 2: _____ Controller 3: _____		
	Other Accessories			
	Labor			
			Subtotal	
			Tax	
			Estimate Total	

## Job Estimate Form (Sample)

## Job Order Form (Sample)

To customize, place  
Avery Label 8663

Today's Date	Time	Requested Installation Date	Requested Installation Time	
Customer Information	Contact Name(s)	Title	Company Name	
	Delivery Address	Closest Cross Street	City	
	Daytime Phone	Evening Phone	E-mail	
Water Heater Product Model Selection	<b>7.4 SERIES</b>	<b>Indoor</b> <input type="checkbox"/> Nat. PH-20R IFSN <input type="checkbox"/> LP PH-20R IFSP	<b>Outdoor</b> <input type="checkbox"/> Nat. PH-20R OFN <input type="checkbox"/> LP PH-20R OFP	<b>Direct Vent</b> <input type="checkbox"/> Nat. PH-20R DVSN <input type="checkbox"/> LP PH-20R DVSP
	<b>5.3 SERIES</b>	<b>Indoor</b> <input type="checkbox"/> Nat. PH-20R IFSN <input type="checkbox"/> LP PH-20R IFSP	<b>Outdoor</b> <input type="checkbox"/> Nat. PH-20R OFN <input type="checkbox"/> LP PH-20R OFP	<b>Direct Vent</b> <input type="checkbox"/> Nat. PH-20R DVSN <input type="checkbox"/> LP PH-20R DVSP
	<b>28c SERIES</b>	<b>Indoor</b> <input type="checkbox"/> Nat. PH-20R IFSN <input type="checkbox"/> LP PH-20R IFSP	<b>Outdoor</b> <input type="checkbox"/> Nat. PH-20R OFN <input type="checkbox"/> LP PH-20R OFP	<b>Direct Vent</b> <input type="checkbox"/> Nat. PH-20R DVSN <input type="checkbox"/> LP PH-20R DVSP
	<b>DUOnex™</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Plumbing</b> If "No," install additional expansion plumbing now? <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Additional Unit</b> Unit Model Number <input type="checkbox"/> Yes <input type="checkbox"/> No
	<b>MULTI-ready</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Plumbing</b> If "No," install additional expansion plumbing now? <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Additional Unit(s)</b> Unit Model Number Unit Model Quantity Controller <input type="checkbox"/> MIC-180 2-4 Units <input type="checkbox"/> MIC-180 Expansion Board 7 - 20 Units Cable Length 16 ft. 32 ft. 65 ft. Cable QTY _____

# Quotation & Pricing

Sign into your Paloma Tankless account and register your installation online:

- Receive points toward the Paloma reward program
- Automatic warranty registration

Keep in touch

- Send a thank-you note
- Make a follow-up call in 30 days

Follow Up

**Paloma**  
[www.palomatankless.com/connections](http://www.palomatankless.com/connections)

Paloma Industries, 2151 Eastman Avenue, Oxnard, CA 93030-5194.

All temperatures are in degrees Fahrenheit. Paloma is constantly working to improve products and reserves the right to change specifications at any time.  
The Paloma name, design and related marks are trademarks of Paloma Industries. ©2006 Paloma Industries. All rights reserved.