

Siemens Guarantee

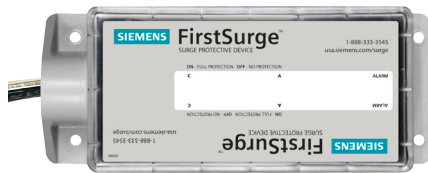
With the combination of no financial risk and Siemens support, take advantage of this free training opportunity.

Successful contractors are those who do the following:

1. They participate in our product and sales training program.
2. They proceed to implement sales training during service calls.
3. If after 6 months of trying to upsell surge protection on service calls, Siemens will take back unused stock with no questions asked.

Register

To sign up for training, Call 888.333.3545 and ask for Siemens FirstSurge™ protection support. We will sign you up for upcoming webinar training classes that work around your busy schedule.



FirstSurge™



FSCATV



FSPHONE

Siemens Industry, Inc.
5400 Triangle Parkway
Norcross, GA 30092
888-333-3545

info.us@siemens.com

Order No. RPPM- CONSU-0515 | Printed in United States |
© 04.2015, Siemens AG

©2015 Siemens Industry, Inc.

All Rights Reserved. Siemens is a registered trademark of Siemens AG. Product names mentioned may be trademarks or registered trademarks of their respective companies.

Specifications are subject to change without notice.

SIEMENS

FirstSurge™ Contractor Program

Upselling
Surge Protection

www.usa.siemens.com/spd

Upselling Surge Protection

Upselling Commercial Class Surge Protection For the Home

Contractors across the country are increasing their service call ticket revenues through upselling whole house or total home surge protectors. Outside a select few contractors, most have experienced mixed success promoting surge protection. The lack of success is twofold, a quality surge protector was not offered and the surge supplier provided little to no support.

Siemens addressed these two issues by developing our FirstSurge™ family of total home surge protective device (SPD). This line of protectors brings commercial class surge protection to homeowners.

Siemens FirstSurge™ shares the same enclosure as used for our commercial grade units. When compared to alternatives, homeowners will pick the more robust looking FirstSurge™ SPD. Besides looks, FirstSurge™ delivers key commercial class protection not found among popular residential brands. Our contractors historically see the following...

- Increased service call tickets through surge protector installation fee add-ons.
- Profits from surge protector markups
- FirstSurge's™ Ground Reference Monitoring circuit gives contractors the potential to gain an extended or future non-surge related service call.
- Increased word of mouth recommendation due to the installation of commercial class protection.

FirstSurge™ Support

We found the key to successfully upselling surge protection is proper technician training. Following proven sales techniques and successful contractor best practices, we developed an easy three step selling program that will enable you to add surge protection on most every service call.

Train

Step 1

Through the combination of live webinars, videos and literature, you will learn about our successful surge protection selling process that will maximize your upselling opportunities.



Stock

Step 2

Keep stock of FirstSurge™ protectors and homeowner brochures on your truck. Siemens six month no nonsense return policy means no risk to you.



Sell

Step 3

Present the FirstSurge™ homeowner brochure to every homeowner. Explain how buying now will save the homeowner the cost of an additional service call and the cost to repair unprotected damaged equipment.

