

CHOOSE²™

The Best Residential Replacement Process

*Building Trust Through Character,...
Delivering Results Through Options.*



From Service Call to Install Scheduled

We Guide the Decision

We Don't Push the Sale

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CHOOSE²™

The Best Residential Replacement Process

We Guide the Decision / We Don't Push to Get the Sale

CHOOSE²™ Selling System

C – Connect Before You Arrive (Pre-Arrival Call)

Prepare the Customer for a Great Experience

Customer Thought: “This company is professional.”

H – Hospitality & House Rules (Trust + Tone)

Arrival and Setting the Frame

Customer Thought: “I trust this person.”

O – Open Discovery (THIS DRIVES EVERYTHING) (Emotional + Practical)

Understand Their Situation Before Offering Solutions

Customer Thought: “They understand my needs.”

O – Observe & Inspect (Build Evidence for the Customer's Benefit)

Gather Facts and Build Evidence

Customer Thought: “They're being thorough.”

S – Share the Science (Share your Knowledge)

Education Without Selling

Customer Thought: “Now I understand,”

E – Explore Solutions & Equipment Choices

Guide the Homeowner Through Their Options

Customer Thought: “I have options.”

E – Empower the Decision

Price Presentation, Objection Resolution, Closing, Scheduling & Reinforcement

Customer Thought: “This was my decision.”

Our job is not to convince homeowners. Our job is to educate them so they can confidently CHOOSE² the best solution for their family.