Cold-Climate Air Source Heat Pumps
Selling to Comfort & Health Concerns

NEW YORK STATE | NYSERDA
New York State Energy Research and Development Authority

Improve sales of heat pumps by helping your customers understand **home-health and indoor comfort benefits** inherent to heat pumps. This sales guide is a companion to the customer-facing Heat Pumps: Better Health, Better Comfort, Better Home resource. Contractor's sales agents and comfort consultants should use this guide to improve how they convey these benefits to customers during the sales process.

Targeting Comfort, Safety, and Health Sales

Always point out to your customers that cold-climate air source heat pumps are a **safer, healthier way to heat a home**. Between eliminating combustion byproducts, such as carbon monoxide, and volatile organic compounds (VOCs), humidity control, and consistent air-filtering, heat pumps provide a safer and healthier home environment.

Heat pumps provide better indoor comfort than fossil fuel counterparts through more consistent temperature control, zonal control, quiet operations, and dual heating/cooling functionality.

Soft Skills Moment

Eye Contact: Maintain eye contact with the homeowner. Referencing a handout, such as Clean Heat Connect's Heat Pumps: Better Health, Better Comfort, Better Home resource, can provide an important natural break.

Open Up: Practice body language techniques: smile, practice good posture, and reduce tension in your body.

Listen and Repeat: Listen to what the customer's concerns are, how they live in their home, and address your sales towards their needs.

Stay Positive: Focus on how you are going to work with the customer to help them address their issues and concerns.

Proper Attire: Wear clothes that are professional and appropriate. The way you look says a lot about how you do business.

Answering Customer Questions and Addressing Concerns

Safety, health, and comfort are often top of the priority list for homeowners. Build trust and build sales by focusing on these heat pump benefits. While the installation costs of heat pumps may be higher than traditional HVAC systems, they provide superior safety, health, and comfort benefits. Be prepared to explain these benefits, answer common questions about how heat pumps operate, and explain how that leads to improved health, safety, and comfort. **Study the frequently asked questions listed below to be prepared to address them with a customer:**

Will an air source heat pump keep me comfortable in the winter?
Air source heat pumps provide comfortable heating through outdoor temperatures as cold as -15° Fahrenheit. To make sure we select the right heat pump for your home, we'll need to walk around the house, determine its insulation and air-sealing, calculate the heating you need for the coldest winter nights, and then select a heat pump that can fulfill it.

How does a heat pump regulate humidity levels?
Since heat pumps are designed for continuous airflow to provide an even temperature, they are more effective dehumidifiers than A/C units. This continuous operation allows more humidity to condense out of the air and be removed from the home.

How does a heat pump improve indoor air quality?
Mini-splits filter air at point of delivery- meaning that there is active filtration at each ductless unit. Ducted units can have MERV-rated or HEPA quality air filters to remove particles, such as dust, pollen, dirt, pet dander, and allergens from the air. Additionally, there are opportunities to customize ducted units with UV air purifiers.

Do I need a compressor outside? I am worried about how that will impact the appearance of my home.
Yes, air source heat pumps require an outdoor compressor. Many homeowners find that these units blend seamlessly with their outdoor space. By switching to a heat pump, you can reduce or eliminate the need to burn fuels in your home which exhaust harmful gases outside, improving outdoor air quality for both you and your neighbors.

How does the system handle cold spots in the house?
Heat pumps are easier to zone than traditional fossil fuel systems, whether ductless or a combination of ductless and ducted. Tell us about your cold-spots, we will be able to tailor a custom-made solution to you.

What temperature can I expect indoors with a heat pump?
Unlike fossil fuel equipment, which provides heating in bursts, heat pumps run steadily providing just the right amount of heat to maintain the same temperature round the clock. Heat pumps modulate their output based on the thermostat setting and room temperature, meaning that you can set it and forget it.

I've heard that heat pumps are noisy. Is this system going to disturb my sleep?
Heat pumps are quieter than most fossil fuel systems. The outdoor condenser operates at the same noise level as gently rustling leaves. Indoor mini-split units operate at a noise level comparable to a quiet library. Just to be safe, we will make sure that the outdoor condenser is located away from any bedroom windows.

I've heard that heat pumps can affect my home insurance premium. Is this true?
Heat pumps may decrease home insurance premiums due to the lower fire risk after removing a combustion appliance. Make sure to speak with your insurance company.

Learn more about sales strategies from your distributor or manufacturer and find other helpful resources at:
cleanheatconnect.ny.gov

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