

# THE DEALER STAR

A NEWSLETTER PUBLISHED FOR DEALERS WHO SELL TEMPSTAR® PRODUCTS

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WWW.TEMPSTARDLR.COM

## WHAT'S NEW IN THE TEMPSTAR® ONLINE AD PLANNER? NEW 2006 ADS POSTED TO HELP YOU SELL THE NEW TEMPSTAR PRODUCT LINES

New advertisements to help you promote the **new 2006 product lines** and the new improved **No Hassle Replacement Warranty** are now posted in the Tempstar® online *Ad Planner*.

Newly created ads for the new 2006 product lines feature catchy new headlines and many are available in Spanish-language versions.

The *Ad Planner* provides you with an entire package of online advertising tools to help you build your business in your local market. The improved *Ad Planner* materials are now even easier to use and access online. You can download files directly to your computer by selecting the appropriate box and then clicking "*Download this item.*" The file you download will be a PDF file that you can customize yourself **OR** have your local printer or newspaper download it and customize it for you.

### EVERYTHING YOU NEED!

The Tempstar online *Ad Planner* includes everything you need to advertise top-of-the-line Tempstar air conditioners, heat pumps and furnaces. To launch your effective ad campaign for Tempstar products, just go to the Tempstar

**ICPPATHFINDER**  
DEALER RESOURCES



PRODUCTION CREW SHOOTS NEW TEMPSTAR TV COMMERCIALS.

**"THE TEMPSTAR ONLINE  
AD PLANNER INCLUDES  
EVERYTHING YOU NEED TO  
ADVERTISE TOP-OF-THE-LINE  
TEMPSTAR AIR CONDITIONERS,  
HEAT PUMPS AND FURNACES."**

find spots that focus on new 2006 products with tags featuring HELP®, consumer financing and the No Hassle Warranty—along with a sample dealer completed commercial. The television commercials are produced with a 5-second blank insert area for a dealer offer plus 5 seconds for dealer tagging, which your local television station can help you produce. *(Sample scripts for dealer tags are available in the guidelines section.)* The TV commercials are available in DVD and Beta formats. Check

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Pathfinder dealer website at [www.tempstardlr.com](http://www.tempstardlr.com). Look under the **Advertising** tab for the following:

- **Newspaper.** These ready-to-use newspaper ads featuring the new product designs and the "Quality You Can Feel" theme give you the variety and flexibility you need. The 2006 ads are also posted in Spanish-language versions.

- **TV/ Radio.** TV and radio scripts with sample dealer tags are available here, with forms and guidelines to help you. The online *Ad Planner* allows you to view the new TV spots. You will

QUALITY YOU CAN FEEL

**TEMPSTAR®**  
Heating and Cooling Products

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# NEW 2006 ADS

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with your station to see which format they prefer before asking your distributor to order for you. *(You will need to have QuickTime on your computer in order to view the video spots. If you do not have it, you can click on the QuickTime button at the web site to download the free player.)*

New 2006 radio spots are also posted for air conditioners, heat pumps, gas furnaces, complete systems, no hassle warranty, and indoor air quality. You can listen to the spot online, and scripts are also posted. Scripts for Spanish-language versions of the spots are also posted.

- Outdoor.** Outdoor *(billboard)* advertising is unequalled for cost-effectiveness. It can deliver your message all day, every day at a lower cost per thousand viewers than any other medium. With outdoor, you can target your audience geographically, demographically or by lifestyle. The Tempstar online *Ad Planner* contains guidelines for outdoor advertising *(billboards)* and a selection of ready-to-use Tempstar billboard designs—including colorful new billboard designs featuring the 2006 product line, the No Hassle Replacement Warranty and indoor air quality. You can download the file directly to your computer, then give the file to your outdoor company to customize with your business information. Or, you can pass on the URL *(link to the website)* to your outdoor company, where the file can be downloaded and customized for you.

- Clip Art.** This section contains logos and new line drawings of 2006 products that can be downloaded to your computer.

- Photography.** Actual photos of 2006 product offerings are available in two different formats that can be downloaded to your computer. *(Click on "choosing between jpg and eps" to help you decide which format you need.)*



- Promotions.** This section includes newspaper ads that feature special promotions

such as extended service agreements, consumer financing offers and thermostats.

## GETTING STARTED

To get started, helpful information is available in the **Advertising** section of the website under the **Guidelines** and **Local Advertising** tabs. Just follow the guidelines, and you'll be all set to tell your community about dependable Tempstar heating and cooling products.

Contact your local distributor of Tempstar products for more information on how to access and use the online *Tempstar Ad Planner*.

# 2006 SPRING CONSUMER PROMOTIONS: INCREASE YOUR SPRING SALES WITH SPECIAL CONSUMER FINANCING & HELP® INCENTIVES

This spring International Comfort Products ("ICP") is offering the following incentives to help dealers sell more new high-efficiency

Tempstar home comfort systems. ICP is offering two key consumer promotions this spring on new mainline high-efficiency equipment.

## **Discounted HELP®**

**Offer:** When dealers sell and install qualifying mainline residential products with a HELP 5 or 10 Year Parts & Labor Extended Service Agreement, ICP will automatically deduct discounts ranging from \$20.00 - \$100.00 (*depending on equipment sold—see your distributor for exact amount of discount on specific products*) from your HELP invoice on agreements sold/submitted during the promotion period. (*Builders and utilities are not eligible to participate.*) You can offer your customers peace of mind at a discount!

**6 Months No-No Financing Offer:** During the promotion period only, dealers can offer the popular 6 months no-payment, no-interest financing at NO COST to the dealer or consumer. Dealers must use the promotion code to receive the discount. CitiFinancial Retail Services will FAX each enrolled dealer the special promotion code in February. The spring promotion code is **59128**. (*Sales slips not coded correctly will be processed at the regular/higher rate and ICP cannot adjust or send reimbursement checks to dealers.*)

**Promotion Period:** April 1, 2006 through May 31, 2006.

## **DEALER ENROLLMENT**

- **HELP:** No special sign-up is required for the spring HELP promotion, but dealers must be enrolled with ICP's HELP program to participate. There is no cost to the dealer to enroll, except in Florida, which charges a fee to register to sell extended service agreements in the state. It takes one week for the dealer to receive a welcome package.

- **Financing:** To participate in the spring consumer financing promotion, dealers must be enrolled in



**“DURING THE PROMOTION PERIOD ONLY, DEALERS CAN OFFER THE POPULAR 6 MONTHS NO-PAYMENT, NO-INTEREST FINANCING AT NO COST TO THE DEALER OR CONSUMER.”**

the CitiFinancial Retail Services consumer financing program. ICP is not involved in the dealer enrollment or approval process.

Dealers are approved based on their credit ratings and business information. Allow ten business days for processing enrollment.

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## **KARAN'S HELP® DESK**

Here are some helpful tips from the desk of Karan Tidwell in ICP's HELP department.

- Did you know that with the 2006 "No Hassle" warranty, if a homeowner purchases a HELP extended service agreement, HELP will pay extra (*No Hassle labor allowance plus the HELP labor allowance*) for the change-out of the equipment!
- I get a lot of calls from homeowners wanting the HELP extended service agreement that the dealer never offered. Offer the HELP contract with every application! It will increase your sales, build long-lasting customer relationships, and give your customer peace of mind. There's no charge to enroll, so be prepared when the homeowner asks: **SIGN UP today!**

- Prices for HELP changed as of 01/01/06.
- Claims must be submitted within 60 days of the service.
- Claims that exceed the cost of \$800.00 must be called in for approval.
- Don't forget to include all of the information when filling out for a claim:

(*for example NO failed dates & reason for failure*)  
Additional information on the HELP program is available on the Tempstar Pathfinder website ([www.tempstardlr.com](http://www.tempstardlr.com)) under "**Sales Support.**" For more information on HELP, contact your distributor.

# 2006 SPRING CONSUMER PROMOTIONS

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Dealers will be notified of approval status by CitiFinancial Retail Services.

## ADVERTISING & IN-HOME SUPPORT TOOLS

- **For Ad Planners** – print or Pathfinder on-line – go to the Tempstar Pathfinder web site ([www.tempstardlr.com](http://www.tempstardlr.com)) to Advertising/Promotions/Cooling and customize your ad.

- **Consumer Finance tri-folds and HELP Consumer Brochures** are available through your distributor of Tempstar products.

To learn more about how to increase your sales and profits by including consumer financing and HELP offers in the choices

you offer your customers, ask your distributor for:

- **3-in-1 Training DVD: "Homeowners Want HELP®"/ "How to Use Consumer Financing"/ "Let the Customers Decide"**–Part #401-06-3004-00
- **"How to Use Consumer Financing" Training Video (VHS)**–Part #401-06-1076-00
- **"Homeowners Want HELP®" Video (VHS)**–Part #401-06-1129-00
- **"Homeowners Want HELP®" DVD**–Part #401-06-1130-00



**To offer your customers additional peace of mind, tell them about HELP®. Use this helpful tool to increase your sales! Ask your distributor for details.**

Information on Consumer Financing and HELP are available on the Tempstar Pathfinder website ([www.tempstardlr.com](http://www.tempstardlr.com)) under **"Sales Support."** For details on qualifying products for HELP promotion, contact your distributor.

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DEALER RESOURCES

Visit our World Wide Web site on the Internet at [www.tempstar.com](http://www.tempstar.com) or visit the Pathfinder dealer web site at [www.tempstardlr.com](http://www.tempstardlr.com)

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