

# The Monroe Igniter



April 2015

Volume 6, Issue 2

## A LESSON IN SALES FUNDAMENTALS

Matthew Schneider

Many of you are aware that my wife and I have created a rather large family for modern times. We have three daughters and a son ranging from our oldest who is 17 to our youngest who is 3. Our house resembles a circus at times. With our children and our children's friends coming and going, there tends to be a lot of noise, our laundry is at times unmanageable and there is a fair amount of one sibling creating drama with the others.

Our youngest daughter seems to be the consistent culprit. In fact she is so often the instigator of fights and arguments that we have nicknamed her the "honey badger". She wields a tremendous power of fear and influence over her siblings and often I must rescue the other children from her wrath by taking short trips to the grocery store, hardware store or library.

Several weeks ago I had to save my eight year old child with a short trip to Starbucks with coffee for dad and hot chocolate and a cake pop for Ruby in mind. In order to maximize our time away from home, I made a quick jaunt into Home Depot. My wife has been asking for months if we can get a new dish washer, why not stop and look? Never in my wildest dreams did I know that I was about to be taken to a sales clinic by an unassuming, elderly man, named Art.

Ruby and I entered the appliance area and were immediately greeted with a smile and a handshake for both of us by this salesman, "Mr. Miyagi". I was immediately impressed that he made a specific effort to acknowledge my daughter by shaking her hand and asking her name.

After a few short niceties, he ushered us over to a wall of dish washers. Art asked us several questions about why we were shopping for a new dishwasher and if we had to put our finger on a most important feature of the new dishwasher, what would it be. Ruby answered for us. She related to Art that we can't run the dishwasher and watch TV at the same time because the dishwasher was too loud. He immediately took us to a specific model. I noticed that it was not the most expensive model,

but it was definitely more than I had envisioned myself spending on a dishwasher. He opened the unit, placed his cell phone inside, closed it, walked to the nearest phone on the wall, hit a speed dial and smiled brightly when we could just minutely detect the ringing phone inside.

I glanced at my daughter and the look in her eyes told me that if she had the money, she would be paying for this dishwasher herself. She was 100% sold! I am not sure that they rate dishwasher decibel ratings with cell phones in mind or how that demonstrated that the dishwasher would be quiet, but I could tell that this technique had worked for him before. *Wax on. Wax off.*

I politely explained to him that before I would be able to make any purchasing decisions, I would have to do some investigating about which were the most reliable products. I am of the generation that likes to investigate things online, read reviews and do all of my homework before I purchase.



Art explained that this was the top - rated dish washer on HomeDepot.com. He even walked over to the nearest computer, brought it up and pointed out that there were 152 reviews on the site and well over 95% of them were 5 star reviews. He suggested that I take as much time as I needed to scroll through some of them. *Wax on. Wax off.*

My next technique was to blame my wife. That is always a good way to blow off the salesperson right? The 'ol one-legged trick. "Art, before I would be able to buy something, I would have to bring my wife over to look and make sure that we would be buying what she would want." Ruby immediately shot me down, barking out that all mom wants is a dishwasher that is quiet. Art smiled calmly and pointed out that if I made a purchase before tomorrow, there was a promotion going on that he could immediately take off an additional \$50.

He quickly walked back to his computer station to grab the promotional info and as he handed it to me, he asked if I would have time between now and tomorrow to

*“A Lesson in Sales Fundamentals” Continued from page 1*

bring my wife in, because he would hate for me to lose out on the savings and he would love to meet her in person. I looked at Ruby and there was a terrible, pained look in her face. It was clear that she was concerned about me losing out on the \$50 as well. *Wax on. Wax off.*

I had really not intended to buy a dishwasher today, but I felt myself quickly being sucked into a situation that I was struggling to back out of. I politely explained to Art that I think I have a coupon at home that I can redeem for six month free financing if I used my Home Depot credit card. If I were to purchase, that would sure be nice to use, especially since I really didn't plan on purchasing today. Maybe I could grab it and bring it with me when I returned with my wife.

That did not faze Art one bit. He assured me that there was no need to take the time. He could call in a special favor and as long as I was a credit card holder, he would be able to give me that deal without the coupon. I felt my hand reach for my wallet. It was almost as if my brain was saying no, but my body was taking over. I glanced inside and realized that I did not have Home Depot credit card inside. It was at my office, in my desk drawer. “Sorry Art. I don't have my card with me.” I should have known that Art was not going to allow anything to get in his way. He walked down to his computer, punched a couple of buttons on the keyboard and asked me to privately key in my social security number, no reason to have my card, he can access my account that way. *Wax on. Wax off.*

As I was keying in the information, Art knelt down by my daughter. They appeared to be having a conversation about elementary school and her favorite subjects. It changed to how happy mommy was going to be when Ruby got to tell her that we were finally going to upgrade our dishwasher. It actually made me happy that Art had helped me turn my daughter's bad day into an experience that she felt proud of. She had assisted in making a buying decision for the family that she was convinced was going to significantly improve our quality of life. Art went out of his way to include an eight year old girl into the sale and make her feel like she was 38. *Wax on. Wax off.*

I completed the short paperwork and set up a delivery time. Art made good on his promise to call and request the financing. He shook my hand and thanked me whole heartedly. He then asked me if he did a good job at taking care of all of my needs today. I expressed to him that he did. For heaven's sake, he sold me an appliance I had no intention on buying. Art explained that there is a spot on the Home Depot website where I can do a survey with regards to his service. He hoped that I would be willing to fill it out. I told him I would. To make sure I did, Art asked if I would be willing to take two more minutes to do it right now. Brilliant!

He walked me back to the computer, punched in all of the info and stepped back to allow me access to the survey where I could praise him publicly. Art quietly went back to having an in-depth discussion with Ruby about her pastimes and hobbies. *Wax on. Wax off.*

After filling out the glowing survey, Art handed me a stack of cards to give out to my friends and family and even wrote his personal cell phone (the one he locked in the dishwasher) to call him if I had any questions about the delivery date or time. He thanked me again and shook Ruby's hand.

Ruby and I turned to walk out of the store and I realized that Art had made me feel good. I felt empowered. I had no doubt that I had made the right decision. I had spent a bunch of money that I really didn't have or want to spend, but I felt good about it. Art asked the right questions, he educated us in the right manner, he demonstrated features and benefits that mattered to us, he built an urgency to buy without applying any pressure and he removed all of the financial barriers in the way.

Most importantly, he made both my daughter and I feel great about our purchase. It also dawned on me that Art does this every day. Day in and day out. He outsells his competition with a practiced, polished presentation. He expects people to put barriers to purchase, yet he is fluent and effortless at removing them.

For those of you that don't think the big box stores are our competition, I would invite you to meet Art. If he was in our industry, he would be a superstar. A true professional. A man who builds value and creates a buying experience. On that day, Art was my sensei. He was the master and I was the student. *Wax on. Wax off.*

## WHAT'S NEW

*Rich Taylor*

**W**e are now offering a seasonal item at a discounted price for “online order” only. This special runs every two weeks. *(Please note: Discount will be applied at time of invoicing.)*

Visit our website at  
**[www.monroeequipment.com](http://www.monroeequipment.com)**  
and place your order today.

## MORALE

*John Minnick*

Since coming to Monroe Equipment and even during my initial interview several years ago, there has been an energy that is unlike anything I have ever seen with any other employer over the years... a positive, proactive take-on-the-world kind of energy! The entire staff at Monroe, from the two owners, down to the territory managers, such as myself, have a zest for life which flows over into the work environment.

Speaking of the owners of Monroe Equipment, have you had the pleasure of meeting Matt Schneider? He is the VP of Operations and has an energy level that rivals my own. Matt's upbeat, can-do anything attitude can be felt through the entire company and definitely shows with our customers.

Matt and I were visiting with a potential customer in the north woods territory one day and the customer said we reminded him of rabbits on crack and our enthusiasm was a huge part of what won him over. He is now a great partner of Monroe's and he still refers back to that day and comments that the eagerness and energy that Matt and I gave off that day was a deciding factor in his decision to do business with us.

What about the internal staff at Monroe? Think about Barb Ortlieb and imagine how many times a day she says "Thank you for calling Monroe Equipment, this is Barb, how can I help you?" and always has a smile in her voice!?!?!?

Allen Ausprung, have you had the pleasure of visiting with him over the phone? He always has a smile in his voice and it is very audible!

## OSHKOSH BRANCH

*Terry Royer*

The Oshkosh Branch is now carrying the full line of Apollo Press Fittings. Stop in and see our new Apollo selection!

As a side note, the Oshkosh Branch will be two years old this April! Thanks for supporting us for the past two years and we look forward to serving you for many years to come!



Lynn Beine, she has sales staff, customers, our owners and anyone else you can think of constantly asking her to do this and do that... where is my advertising, where are my reports, how much money is left in my advertising account, etc. and yet she still manages to smile and even cracks a joke on a regular basis.

Randy Steffes, talk about a guy that will take it and dish it out, a great sense of humor!

Ben Lane, NOT the stereotypical engineer. No matter how big or how unorganized of a project you bring to the table for him, (and I'm speaking from personal experience) with a smile on his face, he will tell you it can be done and he will find the best way to make it work.

I could go on and on about each and every person at Monroe but that is not the point of this article. The point is very simple, what kind of owner are you? What kind of employee are you? Your actions, your facial expressions, your tone of voice, your attitude, they all have an effect on your employees, your co-workers **and your customers!**

Think about this next time you enter your shop or a customer's home and ask yourself, "Do I light up a room when I walk in or does the room light up after I walk out?"



# WIRING OF HONEYWELL HUMIDIFIERS

Ken Jung

Honeywell's most recent offering of "True Ease"™ Humidification Systems include both bypass and power models in the following models: HE100 & HE150, HE200 & HE250 bypass models and the HE300 power humidifier. The HE150, HE250 and HE300 are "Advanced Models" that include a circuit board to control the water solenoid for reduced water usage. They also have service/diagnostic LED's that signal a service problem or indicate when the water panel needs to be replaced.

There seems to be some confusion on how to properly wire a Honeywell humidifier or what the proper dip switch settings should be. The intent of this article is to help clarify these misunderstandings and will address the wiring and switch settings specifically for the HE300 power humidifier model in two different applications.

With the HE300 model, 120vac line voltage power must be provided. It is best to have the power supply to the humidifier "hot" at all times. All switching to operate the humidifier will be done based on low voltage wiring between the furnace and the humidistat, along with the configuration of the two dip switches located on the humidifier circuit board.

Once the humidifier is physically installed, perform a quick operational check. First, plug in the power cord. On advanced models the three service lights should flash randomly and then turn off. This is a factory "self-check" of the main circuit board. Next, take a short piece of 18 gauge thermostat wire and with both ends stripped back, insert the jumper into the two quick connect tabs listed as "HUM": These should be the 5<sup>th</sup> and 6<sup>th</sup> terminals from the left. (Make sure to check the position of the two dip switches: Place the top switch to the right, bottom switch to the left). The humidifier should come on! The wiring portion of the installation could be done at this point by hooking up a humidistat to these two terminals. The problem with leaving it this way is that the humidifier will run every time there is a call for humidity; whether the furnace or blower is on or off.

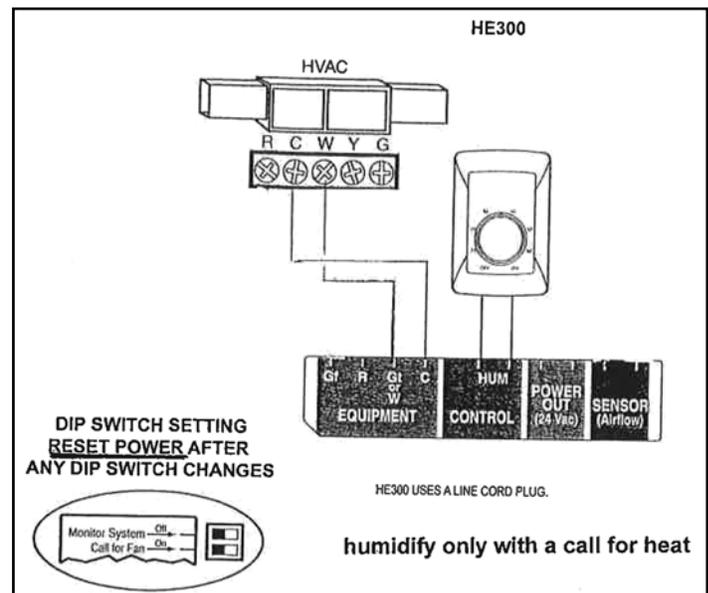
Honeywell provides additional terminals ("Gf – R – Gt/W – C") on the left side of the circuit board to allow for several wiring scenarios and energize the humidifier in one of two modes of furnace operation:

**Option #1:** Energize the humidifier only with a call for heat (furnace controls fan operation).

**Option #2:** Energize the humidifier without a call for heat and force the blower to come on based on humidity demand from the humidistat.

The type of control (whether it is a simple humidistat, advanced temperature compensation humidistat, IAQ thermostat/control or Comfort Sync thermostat) is not a factor when choosing how the humidifier will be energized.

For the remainder of this article, a simple two wire humidistat will be used as the operating control of the humidifier.



In **Option #1** (above), the humidifier is energized only when a demand call for heat exists. Two wires (18/2) must be connected from the furnace "W & C" circuit board terminals to the humidifier "Gt/W and C" terminals. The two dip switches must both be positioned to the left. (Top switch – ON position; Bottom switch – OFF position). The top switch configures the humidifier to search for an input voltage from the HVAC system before allowing the unit to turn on. The bottom switch in the left position allows the heating system to control the fan operation. With this application, it is typical for the humidifier to turn on and yet have a delay based on furnace circuit board timing before the main furnace blower comes on.

**Option #2** will force the furnace fan to turn "ON" when there is a call for humidity. Some call this "humidity-on-demand." The furnace (demand call for heat) does not need to be energized in this application for humidification to occur – furnace operation options could be either: 1). blower only, or 2). blower with a call for heat.

## GETTING TO KNOW YOU

Barb Ortlieb

**I**t's all about Allen this issue. Allen Ausprung that is, Parts Specialist.

Allen has been with Monroe Equipment for 14 years and has always worked customer service in the Parts Department. Allen truly enjoys his job, especially the family atmosphere and helping the customers.

Prior to coming to Monroe Equipment, Allen had two years of Technical Training at WCTC and 1-1/2 years experience working as an apprentice with a mechanical contractor.

Allen grew up in New Berlin and lettered in baseball and football in high school. He is also somewhat of a sports fanatic and has bowled and/or played in softball leagues since high school. His bowling average is 218, his high series is 800 and has bowled four, yes FOUR, 300 games.

Allen has been married to Becky for 23 years. Together they have a daughter Ashley, a sophomore at UWGB studying elementary teaching and a son, Brandon, who is a freshman at Kettle Moraine High School. Since his daughter was in the third grade, he has coached his kids' teams in softball, soccer, baseball or football. With Allen, family comes first and he makes every day count.

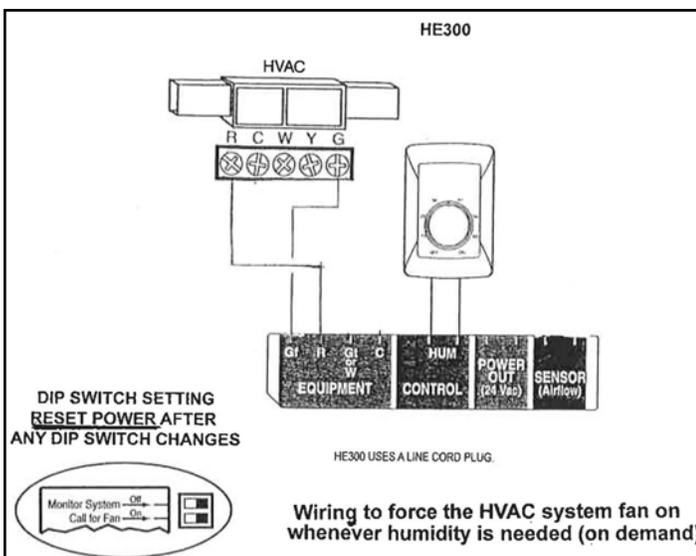
When not working, bowling or playing softball, Allen and his wife enjoy taking long walks with their two dogs, Hunter and Cooper.



Allen Ausprung

### “Wiring of Honeywell Humidifiers” Continued from page 4

The two dip switches will both be positioned to the right. (Top switch – OFF position; Bottom switch – ON position). The bottom switch will now force the blower fan to turn “ON” when there is a call for humidity. Low voltage wiring from the furnace to the humidifier will be as follows: 18/2 wire from “R” on the furnace circuit board to “R” of the humidifier; return wire from “Gf” on the humidifier back to the “G” on the furnace circuit board.



**How it works:** When the humidistat calls for humidity, a set of internal contacts on the humidifier circuit board close, routing the 24vac power from the furnace “R” terminal up through the humidifier, back out on the “Gf” terminal, and back to the furnace “G” terminal energizing the blower.

We have covered two basic wiring scenarios for the Honeywell “Advanced” Humidifier models. There are other wiring and control options that can be implemented with these units depending on the application and level of control desired. Please review the manufacturers’ installation instructions or call Monroe Equipment for further discussion as needed.

# THE MOST SUCCESSFUL CAR SALESMAN IN THE WORLD

Matt Plughoff

**T**his is Joe Girard. He holds the world record for car sales. But wait! Before you start saying “Ewwwwwww gross!” and getting all stereotypically self-righteous about how scummy car salespeople are, please consider the following: On average Mr. Girard sold six cars per day. *Per day*. And cars can cost a whole lot more than a heating and air conditioning system. When was the last time you sold six systems in a day?



Girard wasn't some kind of super-genius salesman. But he knew the value of a referral and how to develop an incredible client network. In the pre-internet era, pre-social media era, pre Angie's List era... before all of this occurred, Joe did one thing incredibly well: He stayed in touch with his customers.

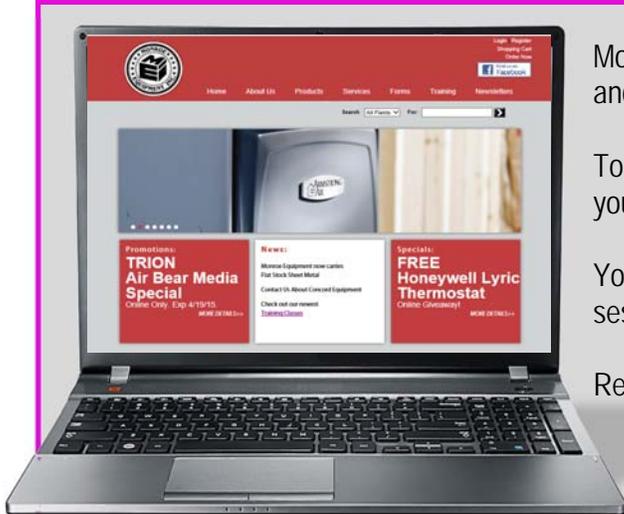
Joe Girard stayed consistently in touch with every person who purchased a car from him. More than a one-off 'thank you' card and more than a 'Happy Birthday to your car.' Mr. Girard sent a hand-written card to EVERY person who purchased a car from him EVERY month of the year. EVERY MONTH.

Mr. Girard proved one thing: Show your customers that you care, authentically care, and that you care enough to stay in touch and they will reward you with referral business. In his heyday Mr. Girard would show up to work and there would be a line of customers at his desk with their wallets on the ready.

When was the last time that happened to an HVAC salesperson? As Tim Sanders writes, “Your network is your net worth.”

**Monroe Equipment is happy introduce Matt Plughoff, our MAP Consultant, as a new contributor to our Monroe Igniter Newsletter. To learn more about Matt and his goal of reviving the lost art of customer service, you can visit his blog at [www.thethankyounote.wordpress.com](http://www.thethankyounote.wordpress.com) or follow him on twitter [www.twitter.com/MattPlughoff](http://www.twitter.com/MattPlughoff)**

## Visit our newly REDESIGNED Website & Enter to Win a FREE LYRIC Thermostat!



Monroe Equipment has been hard at work on our new website design and content for the past 6 months and we proudly announce its launch.

To help us celebrate, visit us at [www.monroeequipment.com](http://www.monroeequipment.com) and enter your email for a chance to win a FREE LYRIC Thermostat!

You will also receive information about upcoming events, training classes and special promotions.

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## OF MICE AND MEN

Ken Jung

The original novel “Of Mice and Men”, written by Nobel Prize –winning author John Steinbeck, tells a story about two displaced migrant ranch workers during the Great Depression; what you are about to read has no reference to the original subject matter of that book other than the fact that I could not think of a better title to use for this topic.

With spring and warmer weather on the horizon, air conditioning season should be close behind. What does all this have to do with the title “Of Mice and Men?”

Thinking back a few months to mid-and-late fall, I remember spending several weekends working outdoors involved with the tasks of getting everything at home ready for winter: Things included moving and stacking the piles of split wood for the fireplace, winterizing the lawn tractor and other gas powered yard equipment, cleaning out and rearranging tools and equipment in the shed and other fall stuff. During this time, I noticed and was amazed at the quantity of field mice that were out and about in the tall field grass. It has never been uncommon for me to find a mouse or two in the shed or wood pile, but this population of mice and amount of activity was not normal.

The next weekend, when I was back outside trying to finish up the outdoor tasks, I uncovered the wood pile (to finish stacking the next load of split logs) and found that there were huge amounts of “tufted” nesting material sticking out from between all areas of the already-stacked wood. Unsure of where all the nesting material came from, I noticed it was packed in between the logs to make a warm and cozy winter hide-a-way for these little critters.

Over the next few weeks during conversations with several contractors, we talked about their fall project lists; they too conveyed the same “masses of mice” observations. Was the problem that there were not enough predators to keep the population down? Who knows, but one thing is for sure, there were more mice than usual.

Now comes spring and with air conditioning season just around the corner, keep in mind that all those mice (in the city and country) had to find places to hide and food to eat during this long cold winter.

Condensing units seem to provide that nice, warm, cozy place where mice like to spend the winter; especially the control compartment of the outdoor unit, where they gnaw and chew on the plastic coating of the wires, causing potential equipment failure. Unfortunately for the mouse, there is still main line voltage (208/230vac) connected to the electrical parts, and many of the mice meet

their demise in a “shocking way!” This can also cause additional damage such as shorting out capacitors, damaging contactors and generally just making a mess of things.

This spring be prepared and stock up on contactors, capacitors, electrical connectors and the properly rated wire in order to make the needed repairs for the compressor and condenser fan motor. If the rating for the capacitor is not legible, contact Monroe Equipment for support, but please make sure to have the complete model number - including the dash number at the end - and the serial number. We are more than willing to help.

Finally, if it is after hours or you need to make an educated guess on what size “run capacitor” to use in order to get the unit up and running, try the following formula. (It might not be exact, but will be close enough to get the unit running until you can return with the correct factory listed part.)

$$\mu\text{f} = \frac{1}{4} (2650 \times \text{compressor amp draw} / \text{applied voltage})$$

### Example:

Information taken from condensing unit rating plate-- rated full load compressor amps.

Measure the applied line voltage

Name plate rating of 15.2 full load compressor amps  
Measured 217 vac across L1 to L2

$$\mu\text{f} = \frac{1}{4} (2650 \times 15.2 / 217)$$

$$\mu\text{f} = \frac{1}{4} (40280 / 217)$$

$$\mu\text{f} = \frac{1}{4} (185.6)$$

$$\mu\text{f} = 46.4 \text{ or a } 45 \text{ microfarad run capacitor.}$$

\*Note: Unless you know what the capacitor voltage rating actually is, for emergency replacement always use a 440vac rated capacitor.

# YOU LOOK DIFFERENT

*Randy Steffes*

Hans: Hey Franz

Franz: Ya Hans

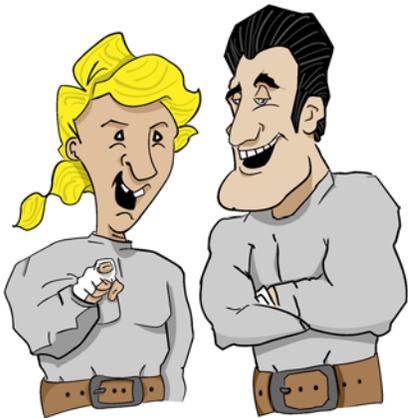
Hans: You look different

Franz: Oh, like I am as big as a house with a two car garage?

Hans: Ya, what happened to you?

Franz: Well I gotta tell you Franz that my workout was incomplete until I met some co-workers who started working out in our new employee fitness facility. I am trying to convince ALL my co-workers to use it in their free time. They should have at least a little time in the morning hours or lunch or even after work . It only takes 30-40 minutes and I am sure they will feel refreshed, rejuvenated and ready to attack whatever comes their way like I do!

I think everyone should work out! Pump it up!



## Up Coming Events

APRIL 15, 2015 - *Menomonee Falls*  
EPA Testing 8:00 a.m.

APRIL 21, 2015 - *Menomonee Falls*  
Bosch Greenstar Boiler Training 8:00 a.m.

MAY 6, 2015 - *Menomonee Falls*  
EPA Testing 8:00 a.m.

MAY 23, 2015 - *Menomonee Falls*  
Parts Department Closed for Memorial Weekend

MAY 25, 2015 - *Menomonee Falls & Oshkosh*  
Closed for Memorial Day

*The Monroe Igniter is a quarterly publication created exclusively for customers of Monroe Equipment, Inc.*



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