

# Selling Tips: Healthier Profits from Healthy Home Air

Selling Indoor Air Quality (IAQ) products is more than just adding an Day & Night® air purifier to every estimate – although that’s a good start! It takes a dedicated effort on your part to understand common issues found in many homes, match those issues with the Day & Night IAQ product that can make a difference, and present the homeowner with real solutions for achieving healthier home air and peace of mind.

## What is Healthy Home Air?

Healthy home air is our way of describing indoor air quality in the home as it relates to its occupants. While every home is different, there are many airborne pollutants commonly found inside that can affect comfort, trigger allergies and more. Learning these common indoor pollutants, their sources, and their impacts on homeowners is the first step in your effort to sell Day & Night IAQ products.

## Common Indoor Pollutants and Their Impact on Homeowners

Common Pollutant	Source*	Impact on Homeowner
Airborne bacteria and viruses	Airborne droplets, mucus	Cough, cold, flu, infectious disease
Mold/mildew	Water leakage, humidity	Irritated eyes, nose, throat, skin
Volatile organic compounds (VOCs)	Manmade household materials and dry cleaning	Nose and throat discomfort, headaches
Carbon Monoxide (CO)	Fuel-burning appliances, fireplaces	CO poisoning
Allergens	Dust mites, mold, pollen, animal dander, smoke, or household chemicals	Triggers allergies and asthma
Secondhand smoke	Tobacco smoke, fireplaces	Cardiovascular disease, lung cancer
Pet Dander	Cats, dogs, birds, rodents	Irritated eyes, nose and lungs
Odors	Kitchens, bathrooms, exercise rooms	Unpleasant living conditions

\* <https://www.epa.gov/indoor-air-quality-iaq/care-your-air-guide-indoor-air-quality>

## Treat the Problem, Not the Symptom

Homeowners may attempt surface-level solutions – frequent cleaning, portable air cleaners or room dehumidifiers. With Day & Night IAQ products, you can offer whole-home answers that help get to the source of the problem to improve indoor air quality and comfort throughout your home.

## Observe, Ask, Educate

Now it’s time to connect the dots and integrate Day & Night IAQ into your sales process every time you enter a customer’s home. We recommend a three-step method:

**1**

**Observe** the homeowner’s situation using all of your senses to detect home air quality issues.

**2**

**Ask** questions to further identify healthy home air needs and issues, then carefully listen to the answers.

**3**

**Present** the homeowner about how Day & Night IAQ products address airborne pollutants, improve comfort and enhance system performance.

## Selling Tips con't

Here are some examples:

Observe	Ask	Solution
<b>Pets:</b> Water/food dishes, pet toys, litter boxes, pet hair on furniture, etc.	<ul style="list-style-type: none"><li>- Have you noticed an increase in sneezing when your pets are indoors more during the day?</li><li>- Do visitors ever mention a lingering pet odor?</li></ul>	<ul style="list-style-type: none"><li>- Air purifier, air filter or air scrubber to reduce dander</li></ul>
<b>Allergy Sufferers:</b> Nebulizers or inhalers, boxes of tissues in multiple locations	<ul style="list-style-type: none"><li>- Does anybody have asthma?</li><li>- Does anybody have allergies?</li><li>- Tree allergies (March – May)</li><li>- Ragweed (August – October)</li><li>- Dust, mold, pet dander (winter months)</li></ul>	<ul style="list-style-type: none"><li>- Air purifier, air filter or air scrubber to help reduce airborne pollutants/triggers</li></ul>
<b>Look for the Cook:</b> Cookbooks, spices or lots of fresh fruits and vegetables around the kitchen	<ul style="list-style-type: none"><li>- How often do you cook during the day?</li><li>- Do you use gas or electric appliances?</li><li>- Do visitors ever notice a lingering odor from cooking?</li></ul>	<ul style="list-style-type: none"><li>- Air purifier, air filter or air scrubber to reduce particulates</li></ul>
<b>The Re-Modeler:</b> Paint cans and brushes, drywall spackle, tarps, tools	<ul style="list-style-type: none"><li>- Are you planning a home improvement project?</li><li>- Does anybody have asthma?</li><li>- Does anybody have allergies?</li></ul>	<ul style="list-style-type: none"><li>- Air purifier, air filter or air scrubber to help reduce airborne pollutants/triggers</li></ul>
<b>Nice Furniture/Woodwork:</b> Coffee tables, end tables, built-in shelving, hardwood flooring	<ul style="list-style-type: none"><li>- Is your woodwork showing signs of cracking or aging?</li><li>- Do you notice signs of drier air during the heating season, such as static electricity, dry and itchy skin, sore throat or irritated itchy eyes?</li></ul>	<ul style="list-style-type: none"><li>- Humidifier to help reduce issues related to dry, heated indoor air</li></ul>

### One Last Piece of Advice: Seeing is Believing

For many people, seeing is believing when it comes to air quality issues. Instead of simply telling the homeowner about indoor air quality issues and asking them to trust your opinion, take a more proactive approach by actually showing them the reasons for your concern.

### Looking Ahead

We appreciate our entire network of outstanding dealers and your collective efforts in delivering exceptional home comfort and customer satisfaction. As a part of that effort, we encourage you to continue looking for opportunities to incorporate healthier home air into your recommendations for both new and existing customers.

We hope this guide is a helpful resource and that the materials within it allow you to capitalize on new opportunities and continue to find success making sales now and beyond.

