



SmartInstallers

.co.uk

Getting started



Do you want to save money and tackle your energy bills?

As prices rise one in three households are more **worried about heating bills** than ever before.

Traditional programmers and controls **are hard to use** and **aren't clever enough** to adjust to your lifestyle and save money.

Smart thermostats **save energy and money**. They often pay for themselves within 12 months.

Nearly **200,000** smart controls have already been fitted into UK homes and the demand is increasing.



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Find out what concerns the customer has over their heating

- Have they noticed an increase in their energy bills and does this worry them?
- Are they looking for ways to reduce their bills each month?
- Customers are increasingly recognising that having an 'intelligent' home will allow them to reduce energy use and save money.
- Highlight to customers where they can avoid wasting energy, for example, taking extra care to ensure the heating is never on when the home is empty.

Add your own notes here by printing this page out or if you are using Adobe Reader you can type notes below:

Next up...

The benefits of a smart thermostat



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The benefits of a smart thermostat

Take control – wi-fi connectivity means you can control your heating from anywhere.

SAVE MONEY! – learning heating habits and analysing energy usage saves money on those increasing energy bills.

Change the heating without getting up – using the connected apps.

Pre-heat your home – before you arrive!

Review energy usage – with in-depth statistics.



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Explain how the features impact the customer based on their previous answers

- Discuss their concerns around their energy usage and bills and ask them if they are aware of the benefits of installing a smart thermostat in their home?
- Focus on specific benefits to help sell in, and concentrate on the simple fact that whilst the initial investment could be £100-£200 for a smart thermostat, it will pay itself back within a few years from cost savings.

Add your own notes here by printing this page out or if you are using Adobe Reader you can type notes below:

Next up...

Introducing tado°



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Introducing tado°



Saves money

One of the best is tado° which can reduce your heating bill by up to 31% and save over £200 a year.

Makes life easier

Controls your heating automatically so you don't have to, using your smart phone to detect when you are in or out of the house.



Simple to use

Intuitive to use from anywhere using your phone, tablet or PC.



More comfort

Always return to a warm and cosy home, plus automatically save money when you are away.



Transparent

Clear oversight of your energy usage so you can see your savings.



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Explain the features of tado°

- Focus on the specific features of the tado° unit, such as the geo-location and weather forecast integration.
- Customers are increasingly recognising that having an 'intelligent' home will allow them to reduce energy use and with a smart thermostat, you can use your phone or tablet to turn off the heating when you are out of the house.
- Reassure the customer on how simple the installation is and significant cost-saving potential alongside the easy to use app.

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Next up...

Questions and what happens next?



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Questions and what happens next

What does it **cost**?

What if it
goes wrong?

How quickly can
it be installed?

Any other
questions?



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Explain the costs and installation process

tado° products rarely have problems, they are compatible with 95% of all heating systems. When I install it I'll walk you through its key features and tado° has a dedicated customer service number for you to call if you have any further questions.

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How to use this 'Digital Presenter'

The idea of this digital presenter is to give you the tools to showcase to the customer the benefits of a smart thermostat and why buying one from you is the best idea.

Each section of this presenter gives you topics to discuss with potential customers. Within each topic there is an area where you can add in your own comments/suggestions.

There is also a customer facing presenter which you can download and hand out, just use the button opposite for instructions.

Good luck!

The SmartInstallers team



Using the customer presenter



Customer presenter



Using the customer presenter

In order to showcase the customer presenter to your customer you'll need to save the PDF document to your digital device.

Opposite are instructions for doing so for the two main mobile devices (Apple and Android). If using a laptop, just save it in a convenient place on your hard drive.

[Download the customer presenter](#)



Please note: You will need to log in to the site to access the presenter.



For Apple devices

- Tap on the PDF you would like to view
- Once open, tap on the PDF again to show the 'Opening options'
- A pop-up box will appear, choose 'iBooks' from the list, the PDF will now be saved to iBooks for future use

For Android devices (using FireFox)

- Tap 'Menu' (top-right corner of the FireFox web browser on your Android device)
- Select 'Page' from the list
- Select 'Save as PDF' from options

[How to use this presenter](#)

