

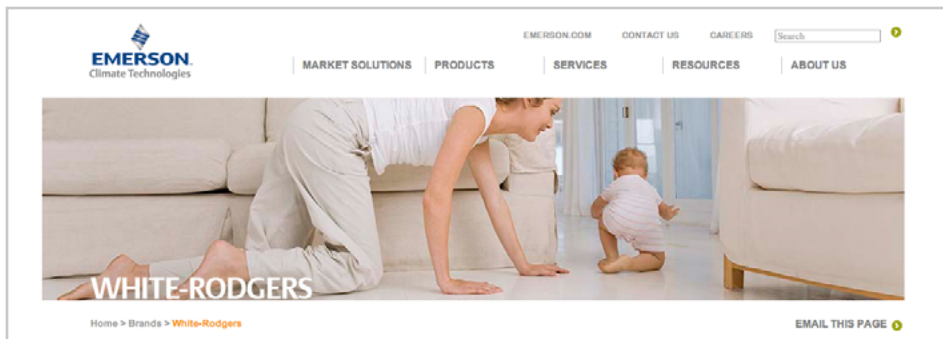
May 2011

A Tool Kit for Increased Sales

Marketing Tools to help you sell more and be more profitable!

Everyone knows that one tool can't do every job. You need a variety of tools and they need to be adjustable for different tasks. The same goes for marketing support. White-Rodgers offers a variety of marketing tools that fits your needs and will sometimes challenge you to look at things differently – addressing needs of existing and new customers. We know you are busy; the point is to make it easier for you to sell and grow your business.

White-Rodgers offers a variety of marketing and training tools at your disposal. And we are adding more all the time. Check out the offering and quick links to download the info.



Product Training

- **Coffee Talk Series**
View training online. Also available on DVD for your showroom or training center from your Sales Representative

Marketing Tools

- Private Label Thermostats for Contractors with [online form](#)
- Customizable Product Flyers with easy-to-use [online application](#)
- Product Counter Displays – contact your Sales Representative

Reference Tools (in print and online)

- Product Specification Sheets – [CLICK](#) for website
- Visor Card – [CLICK](#) to view PDF
- Online Model Number Search for White-Rodgers and competitive model numbers – [CLICK](#) to open

Contractor Rewards

- **First Choice Rewards** for contractors is the easy and fast way to accumulate valuable points on purchases

Homeowner Support

- No-charge thermostat programming help for homeowners – **800-284-2925**

Big-Box Protection

- Emerson Blue thermostats and White-Rodgers products are not sold in big-box stores

White-Rodgers is working every day to provide easy access to our marketing tools that make selling easier. Should you have any questions or need assistance with any of our marketing support materials, please contact your White-Rodgers sales representative.

Blue™ Easy Set™ Update



We could say we are surprised at the early success of Easy Set Thermostats. But actually it validates our homeowner and contractor research. Following are actual recent quotes from distributors and contractors.

From Arizona: “Great option for seniors who want control without spending a fortune. Great idea.”

From Tennessee: “I will have techs hand out the personalized literature on this stat on all their service calls.”

From Arkansas: “I like the stat. I will present it to customers who do not or can't program the current stat, or to the elderly.”

And from Michigan: “We have a winner here. Simple operation that can save money.”

[CLICK HERE](#) if you have not seen Easy Set for yourself, or contact your Sales Representative.

Tech Tip

Less Mess AND Better Flavor

There's a simple way to reduce the mess while cleaning fish and, some claim, improve the taste. Before you take your catch from the live well or stringer to the cleaning table, lift the gill cover and cut into the whitish membrane between the red gill filaments and the gill cover. This severs the arteries carrying blood to the gills. Now turn the fish over and do the same to the other gill. It helps if you can keep them in the water.



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Use these links to connect to our website for additional information.

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