

MAKE A STRONG INTRODUCTION

There are no second impressions. This is why the first few seconds of a phone call, or face to face meeting, especially with someone you don't know, are so critical. With only a few seconds to grab someone's attention, how you introduce yourself can make or break your relationship – before it even begins. For some reason, the first few words that come out of our mouths are often weak introductions. Use more powerful introductions for a better chance at engagement throughout your sales cycle. Here are some examples of weak introductions and more powerful replacements:

WEAK: Hi, how are you today?

This is weak because we really don't care about how they're doing and it's a waste of time, especially if you don't know me. This one is particularly bad if you're calling on the phone and even worse if you're calling into the Northeast (Boston/New York). If you ask this question when calling into the Northeast you'll get a very direct "Fine, what do you want?" response. I used to be so bad with this one I wouldn't even wait for the response. I'd say something like "Hi, how are you today? Could you point me in the right direction?" There are two things someone is trying to figure out immediately when they pick up the phone: 1) Who is this and 2) What do you want. The more time it takes them to figure that out, the more annoyed they get and the less time we have to talk about the reason for our call.

POWERFUL: Thanks for taking my call.

This introduction is just as polite as "how are you today" but it leads directly to the point about why we're calling and doesn't ask a meaningless question that adds no value to the call.

WEAK: Is this a good time?

Is it ever a good time? Has anyone ever said yes to this question? The reason it's never a good time is because they don't know who we are and therefore don't know how long this is going to last. If this is only going to take 1-2 minutes then sure, they picked up the phone, so they obviously do have some time. But, if this is going to take 5-10 minutes then no, it's not a good time. Since they don't know us they are always going to assume it's going to take longer than they want it to, which is why their answer to this question is always no.

POWERFUL: Do you have a few moments?

This approach quantifies what you're asking for. In my experience, the more you quantify what you ask for, the easier it is for people to accept it. If we don't quantify it then they will always assume the worst. I know this approach is a closed ended question and leads to a potential close ended (yes/no) answer, but for some reason it works for me. I like to ask for a little bit of permission to extend the conversation when I catch someone unannounced.

WEAK: I'm sorry to bother you.

This one drives me crazy. We're effectively telling them this is going to be an annoying conversation before we even start the call. There are a few reasons we use this introduction. The main reason is because we don't have a reason for our call. If we are just calling to "touch base" or "check in" then we are bothering them and we should apologize for wasting their time. Also, many reps don't really believe in what they are selling. If you believe in what you sell, and that it makes a real difference for the right client, then there is no need to apologize when making calls. My mentality when making calls is that I'm doing them a favor. This isn't arrogance; this is because I believe that strongly in what I do and know it can make a difference for the right client.

POWERFUL: Can you help me?

I use this one specifically with administrative assistants and gatekeepers. These people are in those positions because they like to help. By asking this question you're putting them in a position to do what they inherently like to do.

WEAK: Touching base or Checking in

These are my least two favorite phrases in sales. They mean there is absolutely no reason for our call so therefore there is no reason for them to talk to us. There is a more detailed post on this one if you want to know more about how bad these phrases are and why.

POWERFUL: The reason for my call is...

This is my absolute favorite and I recommend using this introduction on every call. If we can't finish this sentence then we should not be making the phone call. Try using this every time you make a call. I promise your confidence will go up.

Excerpts from John Barrow "Make It Happen Blog"

PRODUCT LAUNCHES TO COME

Aluminum Funnels with ITMP Standard all Plenums and Models BSI/DSI: Aluminum funnels are now the new standard.

New UB/DB Parts: With low and/or no leaks, low vibration and great aesthetics.

New EC Motors ($\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 HP): We are adding to our already industry-leading inventory of motor offerings. The biggest benefit is the controller, which is “smarter” than current market options. It is now available with Grid Point Control, one controller can set many fans.

New PSC Motors

Baldor EC Motors on Plenum: Now the biggest in the market from 1HP to 10HP. It's different from the competition.

AMCA Certification: Fume Exhaust Model QFE and Model TFE now have AMCA Air & Sound certifications.

UL 762 Certification: Fume Exhaust Model QFE now has UL 762 certification. UL 762 concerns the safety of roof- or wall-mounted power ventilators used with restaurant exhaust appliances, where heat and grease are typically encountered in the airstream.

New Infinitem Motors: TCF and motor company Infinitem are about to embark on a new relationship where TCF has a limited exclusivity of Infinitem's brand new motor technology. This new technology is revolutionary in the motor industry. This motor will be smaller, will have built in controls, will be more efficient and will have the ability to connect to the internet.

Watch social media for more details about these and many more when we launch.



Aluminum Funnel in Air Handler Application

> REMINDERS

ASHRAE COMMITTED TO WINNING EVENT:

Our ASHRAE event at the Hard Rock Cafe in Orlando is coming up on **February 2**. Looking forward to seeing you!



PHOTO PROMOTION:

We are going to extend our photo promotion deadline to give you more time to send in your installation pictures. Email your photos to jobsitephotos@tcf.com before **March 1**. You could win a \$100 gift card and qualify for the grand prize of \$250! Good luck!

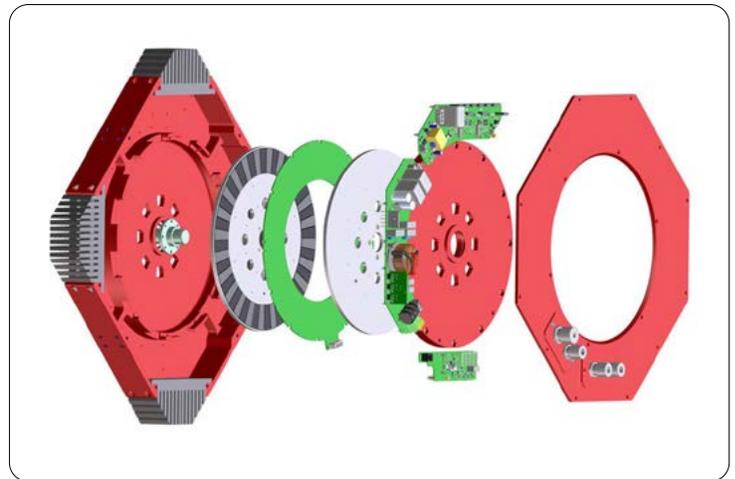


NEW MOTOR TECHNOLOGY - COMING SOON!

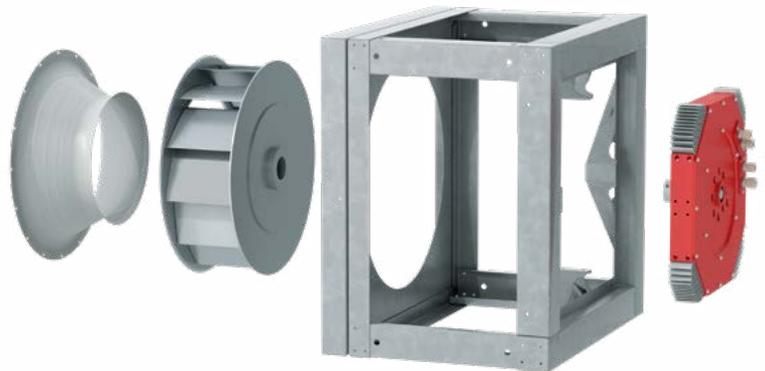
Twin City Fan Companies has always been known for being on the cutting edge of technological advances. We are proud to announce a new motor technology that will be launched throughout 2020. The new EC motors will start off at 15HP with production starting this summer. The next-generation engineered electric motors are optimized for power and efficiency while maintaining a light weight and small footprint. TCFC is one of only three companies that has access to this technology.

An all-in-one solution: From motor to drive, versatility and size makes it ideal for a variety of use cases.

- Optimal motor and drive integration provides superior performance
- The motor and control electronics come in one clean package
- Plug and play solution for simple deployment or replacement
- Fully insulated coils drastically reduces failure modes
- Low noise emissions



“Infinitem is bringing the electric motor into the 21st century,” said Jeff Robinson, VP of Engineering Applications at Twin City Fan Companies, “and we’re thrilled to incorporate Infinitem advantages into our fan designs that will be more compact, lighter weight and more efficient. The IoT feature gives us and our customers a competitive advantage that we’re excited about. We are striving to bring the most efficient solution to our customers and Infinitem helps us do exactly that.”



COMMERCIAL CHANNEL WEBINAR SERIES

You spoke, we listened! In order to be the best partner to your customers, you need to be armed with the latest information. TCF is here to help! We had great attendance at our first monthly webinar focused on “High Plume Exhaust Basics”. Over 100 people joined through both sessions. Feedback has been positive and we hope that you will join us for the next session.

Future topics include:

- TCF Tools
- FanPedia
- Industry Certifications
- Inline Fan Basics
- Motors
- Spun Aluminum Fan Basics
- FEI

If you have a topic that you’d like to know more about, please reach out to your regional sales manager. Invites for the next meeting are coming soon!



JOB IN THE SPOTLIGHT

TCF COMMERCIAL: CENTRAL

TCF Regional Sales Manager: Tony Suchla

Representative: Nelson and Company

Job Details: Florida State University Lab Exhaust

Location: Jacksonville, FL

Sales Story: Nelson and Company worked with the customer and TCF on producing special modified hoods. This allowed the bypass damper to be closer to the base of the plenum. This is a great example of our representative taking advantage of TCF's ability to customize a solution for the customer, something that our competitors were not willing to do.

Job Highlights: Four Model BAIFE fans



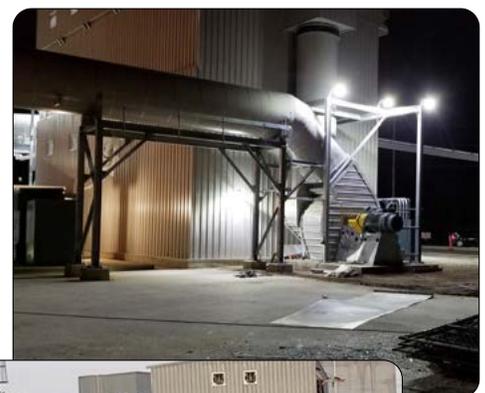
TCF INDUSTRIAL

TCF Regional Sales Manager: Ian McHale

Representative: Ketchum and Walton

Sales Story: McGill AirClean LLC in Columbus, OH is an experienced manufacturer with over 40 years of providing air pollution control equipment. McGill offers everything from electrostatic precipitators, regenerative thermal oxidizers and baghouse systems. Sam Linzell, with Ketchum and Walton, was able to secure TCF as the basis of design for (2) RTF 540s and (5) HIB 540s on a recent project. Sam worked with his application engineer, Jacob Harper, to provide McGill customized fans that met their tight specifications. Sam and Jake diligently worked through old reference orders and consulted with McGill on required safety factors to keep these fans within TCF's capabilities. The first set of fans in this project are set to ship to Chile at the end of this month!

Job Highlights: Two Model RTF and five Model HIB fans



NEW SALES TOOLS AVAILABLE IN MEMBER AREA

The Marketing and Sales Teams are working to create sales sheets and battle cards for you to use when you are visiting customers. These will be great tools for conversation starts, competitor information and more. Right now we have a sales sheet and battle card available for the Model TVIFE, Induced Flow Fume Exhaust Fan.

All sales tools will be added to the Member Area as they are created. Click here to view them: <https://members.tcf.com/Sales-Sheets-and-Cards>



SAVE ENERGY. SAVE MONEY. SAVE THE PLANET.

	Twin City Fan Model TVIFE	Greenheck Model MD
Unique Features	Low Loss Patented Turbo-Vane™ Nozzle	Higher Loss Bifurcated Nozzle
Best Capabilities	Fan Efficiency	Higher Static Pressure Maximum (11.5 vs. TVIFE's 9)
	Better Sound Attenuating Windband	
	CFM Range per Fan	
Similar Capabilities	Standard Coating	
	Wheel Design/Type	
	AMCA 260 Certification	

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SAVE ENERGY. SAVE MONEY. SAVE THE PLANET.

INDUCED FLOW MIXED FLOW FUME EXHAUST FANS: TVIFE

CONVERSATION STARTERS

- When you want to provide the most efficient induced flow mixed flow fan, the TVIFE is the winner!
- The TVIFE housing uses an innovative Turbo-Vane™ design that integrates the internal nozzle and straightening vanes, which provides the best entrainment and efficiency in the industry.
- Twin City Fan has the widest variety of industry-leading coatings.

KEY REASONS TO BUY

- Only this product has our patented Turbo-Vanes™ that makes it the most ENERGY EFFICIENT in the industry.
- INCREASED SAVINGS if sound is specified – the TVIFE does not require a silencer or sound attenuating wind band.
- This product has the MOST INNOVATIVE DESIGN in the industry with a LOWER HORSEPOWER MOTOR.

KEY DIFFERENTIATORS

- Lower Operating Cost Due to High Efficiency
- Unique Fan-Engine Design – Turbo-Vanes™

Key Features	Twin City Fan Model TVIFE	Greenheck Model MD	Strobic Air	Loren Cook Model QM5DVP-QM5HPQVP
Fan Efficiency	Green	Yellow	Red	Yellow
Sound level per FMV, Excluding Accessory	Green	Yellow	Red	Yellow
CFM Range per Fan	Green	Yellow	Red	Yellow
AMCA 260 Certification	Green	Yellow	Red	Yellow
Wheel Type	Green	Yellow	Red	Yellow
Static Pressure Max.	Green	Yellow	Red	Yellow

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UPCOMING FAN ENGINEERING SEMINARS

Registration is now open for our upcoming Fan Engineering I seminar on March 11. Sign up today for our complimentary one-day fan engineering seminar and also tour our accredited air and sound test laboratory. The following topics will be discussed:

- Fundamentals of airflow, fans and duct systems
- Fan system effects
- Fan installation, operation and maintenance
- Balance and vibration
- Fan installation, operation and maintenance
- Fan sound
- Fan array

Reserve your spot today! <https://www.surveymonkey.com/r/CGM5DPL>

Also watch for more information about our Fan Engineering II seminar, which will be offered on August 6.

GET SOCIAL WITH US

Our social media pages are bursting with content about product information, links to watch how-to videos, FanPedia topics and articles on fan engineering topics. These platforms provide you with the opportunity to interact with us by liking, sharing or commenting on our posts. We are currently posting content to LinkedIn, Twitter and Instagram, with videos occasionally posted to YouTube. We encourage you to follow the accounts to spread the news about the great work being done at Aerovent.

