



## TCF – Best Sales Questions

1. Statistics show that air movement equipment consumes 20% of the power in the US. What, if anything are you doing to improve your energy consumption?
2. Based on our experience working with people in your role, fan issues can have an incredible time and money consuming effect on your facility. Describe a past or current fan-related issue that Clarage could take off of your plate.
3. Forty percent of our customers say fan installation is an issue? What type of installation issues have you run into before?
4. We recently read an article in the Wall Street Journal that talked about the struggles some companies are experiencing meeting efficiency requirements. How does this challenge effect your business and products that you offer?
5. Steel tariffs seem to be affecting almost everyone today. How are you overcoming that challenge?

6. There are more than twenty fan manufacturers in the air handling industry. Tell me about how you decided to partner with the company you're doing business with.
  
7. I'm not sure if you are aware that there are specific laws regarding fan performance. One of them is that as flow increases the horse power is cubed. Is this how your flow is limited?
  
8. Fifty percent of fans are being used in an incorrect application. What can you tell me that's unique about your application so that we can ensure a proper solution?
  
9. We know from our own experience, granted on a smaller scale, that dealing with multiple vendors and purchase orders can be time consuming and technically challenging. If you could bundle several auxiliary pieces of equipment with your fan and have a single common vendor, how would that impact you and your organization?
  
10. Seven percent of the energy in the US goes through fans. What is your company doing to reduce your energy footprint?
  
11. We have done work with other companies in your industries and have been successful in helping them grow their business. What's your business outlook for next year and what products or services can we offer to help grow your business?

12. Many of our customers are reporting increasing lead times, changing regulations and increased cost due to tariffs. What are some the biggest challenges you're facing?

13. I understand your projects are very detailed with lots of specifications. What do you consider to be most critical to a successful project?

14. According to the DOE, 18% of electrical energy consumed in commercial and industrial buildings goes to the fans. What challenges are you facing with your energy costs?

15. Approximately 80% of the GDP growth in the last five years is based on service. What services are you considering or would consider outsourcing over the next year?

16. It's a fact that every piece of rotating equipment will require servicing at some point in its lifetime. Barring a planned outage, and know the criticality of response time, could you give me a list of three of the most important attributes?

17. TCF works with a lot of different companies in your industry. How do you differentiate yourself from your competition?

18. Imagine you could change anything you wanted with our products. Tell me what you would change and why you would change it.

19. Sixty percent of the manufactures in your industry are planning to upgrade to more efficient equipment. Tell me about what, if any plans you have for upgrading yours.

20. I see your company has been successful for many years – tell me about your position and what you like most about your job.

21. Is fan efficiency your most troubling issue, or is there something else that has you concerned regarding the fans you operate?

22. We can make the fan much more efficient, but as efficiency rises, so does the size, weight and cost. In this continuum of price and efficiency, what payback would you be looking for and why?

23. Roughly 30% of business owners don't realize they currently have problems in their systems. What areas of your current system do you believe need improvement?