

15 December 2017

Thank you for participating in the **“Feel the Difference”** sales campaign for the VAL6 KBE5S-V portable radiant heater (EL 06001074). We are excited you are participating in our floor display program in an effort to jump start sales of this great product.

Floor Model Program Includes:

- **Display:** A point of purchase display to be placed on your floor model unit.
- **Training:** A brief sales video – emphasizing key selling methods and product features.
- **Incentive:** You sell 4 heaters and lunch for your store is on us. (*details below).

What Makes the VAL6 Different?

- **They pay for themselves:** Recoup costs in a single season’s fuel savings.
- **Odorless Operation:** Unlike torpedo heaters, VAL6 heaters do not produce strong fumes.
- **Low Noise:** Dramatically quieter than alternative portable heating options.
- **Windproof:** Radiant heat is not affected by the wind or rain. Effective both Indoor and outdoor.
- **Durability:** 8–10 years of reliable heating.

Experience tells us that when a customer “Feels the Difference” during a demonstration, they will understand the benefits of this product and sales will typically follow.

Next Steps for Sales Success:

- Get familiar with your VAL6.
- Prepare the unit for demo and display following attached instructions.
- Start doing demonstrations for your customers and watch the orders come in.

Lunch is on us:

- Sell 4 units (not including floor models) before March 31st and we buy lunch for your store—up to \$125.

Thank you again for participating – Now, let’s sell some heaters!

Sydney Williamson