

1. When you get your kit, the first thing you should do is run an air sample in your home. When you submit your COC write, “First test, my home” in the Comments & Observations section and we will not charge you for the analysis (IAQ HS Inspect or IAQ CS Inspect only, **valued at \$80**). The reason for doing this is twofold:
 - a. You will go through the process of breaking the storage tube and setting up the test. Consider this a dress rehearsal for your first “real” customer.
 - b. You will have a story to tell about the findings in your own home. This experience can also be used in later communications with potential customers.
2. When you receive the results for your home, give me a call. I will go over the results with you and emphasize the key things to look for. This first review generally takes 15 to 30 minutes. From my experience this is time well spent.
3. When communicating with your clients via email, insert the “Soft Sell” verbiage. This is used very successfully by a number of inspectors. Here is where your personal experience with the test will add credibility. A copy of the Soft Sell letter can be found at www.pati-air.com_Marketing Materials_Marketing Tools_A Soft-Sell Approach to Marketing PRism's IAQ Home Survey. Notice at the bottom of the letter there are two attachments – a sample report and a Fact Sheet detailing why they should have the test done. These are also found in the Marketing Materials section of our web site. Also please note that the Fact Sheet is customizable. You should enter your company information on this form and then save that to use as your attachment to the Soft Sell email. We suggest you download and save the sample report and Fact Sheet on your computer.
4. Even though we have gone over your home’s test, I suggest you give me a call for your first couple of customer results. After just a few tests, you will get a sense of what to expect and will be confident to answer any basic questions from your clients. If you find yourself in a position that you can’t answer a customer question give me a call. I can either work with you to provide the answer or if you wish, and with your permission, can talk directly to your client.
5. For maximum marketing “reach” you should consider adding an Indoor Air Quality section on your web site. We have created content for your use. We speak to why this is an important test to run when evaluating the condition of the home being purchased. That content can also be found at pati-air.com/marketing-materials.
6. The consumer marketplace is becoming much more knowledgeable about Indoor Air Quality and in particular VOCs. While that general knowledge is growing, most consumers are not aware there is a comprehensive and cost effective way to test air quality in homes. Hence, they most likely will not request this service. However, if you let them know you can provide this service, those that are concerned about Indoor Air Quality will more than likely include IAQ Home Survey with their inspection.

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