

# Seeking service solutions?

Count on TORNADOPOWER™ cloths!

Central vac dealers are discovering that including TORNADOPOWER™ Central Vacuum Maintenance Cloths in their service protocols can deliver added value for their central vac customers and additional profits for their dealership.

Brian O'Brien, vice-president/director of sales for the Beam Easy Living Center in Grass Valley, CA, said TORNADOPOWER™ cloths have become an integral part of their new central vacuum system "pump-out procedure."

- Each service van is required to have two TORNADOPOWER™ canisters at all times, one for the installer's use and one for customer purchase.

- After any clogs are removed, the technician uses one TORNADOPOWER™ cloth in each inlet at a cost to the customer of \$1 per cloth.

- Whenever possible, the customer is shown the used cloths as they have been recovered in the dirt receptacle. This helps them understand the importance of regular system maintenance.

- If the customer wishes to purchase TORNADOPOWER™ cloths at time of service they may do so for \$19.95 and not be charged for the sheets used during the required service.

- The clean, fresh scent provided by TORNADOPOWER™ cloths make the product a must for any indoor mounted power units, and a huge plus for garage units as well. Periodic use will eliminate the musty odor, which can sometimes be discharged by the exhaust of the power unit.

"When our sales people take the time to present the product and educate the consumer about the benefits, they get the results," O'Brien said.

Lorne Newton of Vacworks in Richmond Hill, Ontario has found a similar use for TORNADOPOWER™ cloths in his service protocol. His company is marketing the product as part of a service procedure they are calling the "Royal Flush."

"Using our 'Royal Flush' service, we can go in and fix any problems, then explain to them how regular maintenance should be a normal part of central vacuum ownership," he said.

Newton added that profit on service calls has nearly doubled using this method, as customers come to understand the benefits of periodic maintenance items such as filters, belts and, of course, TORNADOPOWER™ cloths.

Joe Bond of The Vacmaster in Markham, Ontario, has



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*—Brian O'Brien, vice president,  
Beam Easy Living Center, Grass Valley, CA*

found another way to create added value using TORNADOPOWER™ cloths. Bond recently advertised a service to perform routine cleaning/maintenance on central vacuum systems using TORNADOPOWER™ cloths, similar to the duct-cleaning services that have become popular in the HVAC industry.

"In a single week alone, we sold a dozen of these packages for \$90 each using TORNADOPOWER™ Central Vacuum Maintenance Cloths," said Bond. "Once we complete the service, we give the customer the option to purchase the remainder of the canister. Almost every customer who sees the product work has agreed to buy it."

Thanks to this and other initiatives, Bond said that they are currently selling TORNADOPOWER™ Central Vacuum Maintenance Cloths to 80 percent of their service calls and 95 percent of their showroom central vacuum customers!

For more information regarding TORNADOPOWER™ Central Vacuum Maintenance Cloths, or to inquire about becoming a dealer, contact Wincor Inc. by calling toll-free 1-800-956-5170, contact them via e-mail at [sales@wincorinc.com](mailto:sales@wincorinc.com), or visit their Web site at [www.wincorinc.com](http://www.wincorinc.com). ❖