

# What can TORNADOPOWER do for your dealership?

Are you considering adding the unique, new product to your store called TORNADOPOWER™ Central Vacuum Maintenance Cloths? Here are just a few of the many benefits that go along with carrying this product in your store.

## **TORNADOPOWER™ cloths add professionalism to your operation.**

During the past several decades, the various methods and protocols for dealing with in-wall vac pipe problems have remained focused on fixing problems after they have already occurred. These methods often include troubleshooting a system over the phone, site unseen. One step at a time, the dealer instructs the customer on how to conduct various tests, repeating the steps for each inlet in an effort to locate the problem. The time spent trying to assess the problem is often given at no cost to the customer, and almost always comes at the expense of more profitable projects for the dealer.

That's where TORNADOPOWER™ Central Vacuum Maintenance Cloths represent an entirely new way of thinking, a true "systems-approach" for central vac systems. With this product, a central vacuum dealer can put customers on a proactive maintenance schedule that will help reduce problems and increase customer satisfaction. Furthermore, if a problem does arise, the detailed instructions included in the *TORNADOPOWER™ Cloths Troubleshooting Guide* greatly reduce the amount of expertise needed to explain the process to a customer in crisis. This means that nearly every employee, from the newest to the most experienced, can provide a high level of customer support, while making your dealership (and



the entire industry) look more professional. The fact that the product is sold at a profit adds professionalism to your dealership. Rather than offering free advice, your customer is getting a product that adds value beyond its cost, and that is a professional value.

## **TORNADOPOWER™ cloths empower your customers to take control of system maintenance, and your dealership reaps the benefits.**

It's a fact: nobody likes paying for something they can do themselves. With this in mind, TORNADOPOWER™ Central Vacuum Maintenance Cloths present a do-it-yourself maintenance system designed to empower the customer to maintain their own system.

A central vac system represents one of the biggest investments that a customer will make in his or her home. At its core, a central vac system is like any other major appliance: without proper maintenance, problems can (and will) arise. But, if customers are given the opportunity to make a small investment in system maintenance to head off big problems down the road, most will jump at the chance. If they become accustomed to using the cloths for regular maintenance (every time they empty the dirt receptacle or bag), they are more likely to find a potential blockage sooner than if they wait for the suction to be completely diminished. The results? Enhanced system performance, increased customer satisfaction and more repeat business for your dealership.

For more benefits on becoming a dealer for TORNADOPOWER™, visit [www.wincorinc.com](http://www.wincorinc.com). Click on the dealer button and when prompted, type "dealer" for the password. In addition, dealers and potential dealers can download marketing tools and resources directly from the site.

Interested parties can also contact Wincor Inc. by calling toll-free 1 800-956-5170, or by sending an e-mail to [sales@wincorinc.com](mailto:sales@wincorinc.com).

Wincor Inc. is a company specializing in tools and services for the central vacuum industry. Wincor also offers troubleshooting and maintenance solutions for central vacuum dealers throughout North America. ❖