



COOL COMPONENTS  
INCORPORATED

## Selling Cooling Products

Cooling products are not a hard sell in the least. By understanding the history of accessory sales, and when and how to sell at different stages of an installation, selling our products becomes a very easy task. It also helps that the awareness for cooling products is increasing and the heat generated by components is also easily recognized by most homeowners.

Today there are various factors leading to increased problems with cooling which include the fact that more and more components are microprocessor controlled which inherently generates more heat. Distributed audio systems are also becoming more common which means additional amplification and then there are also trends for hiding equipment in cabinets and closets which equates to significantly reduced airflow.

These trends mean more potential problems with AV installs including thermal shutdowns and shortened equipment life, both of which are the recipe for unhappy customers.

**Surge Protection Comparison.** Offering cooling products not only provides a valuable line of defense against failures, it is also a great source of additional revenue and profit. Accessories have always been a good source of income and selling cooling products is just the equivalent of selling surge protection back in the day. In the early days of surge protection, only select projects were sold surge protection but nowadays, very few professional installs are sold without some level of surge protection. While not all jobs require cooling, most installs could benefit from a basic level of cooling and with two solutions well under \$50 dealer cost, offering basic protection is easy on any budget!

**Sales Strategies.** Due to the breadth of our line, spec'ing and selling our products is easy. Most products have fairly clear applications and cooling products should be included in the initial design of your projects especially if components will be installed in a cabinet, closet, or rack. Anticipating the need for cooling is part of offering professional services and it helps avoid unwanted change orders and cost overruns which can be tough to track and appropriately bill for. At the same time though, if cooling is not part of the initial design, the best salespeople for cooling are the installers at that point. Few homeowners would not take seriously an installer stating that heat is an issue and cooling should be installed. Even better, have a selection of cooling products in the truck and selling and installing on the spot is a quick and easy way to add profit to a job while providing great service to your customers!

So again, cooling products provide valuable protection for today's electronics while also generating additional profits. Selling cooling is easy whether products are included in the initial proposal or added during the installation.