



TRI-COUNTY
REGIONAL ENERGY NETWORK
SAN LUIS OBISPO • SANTA BARBARA • VENTURA

Nail the Sale: Getting Past Heat Pump Objections

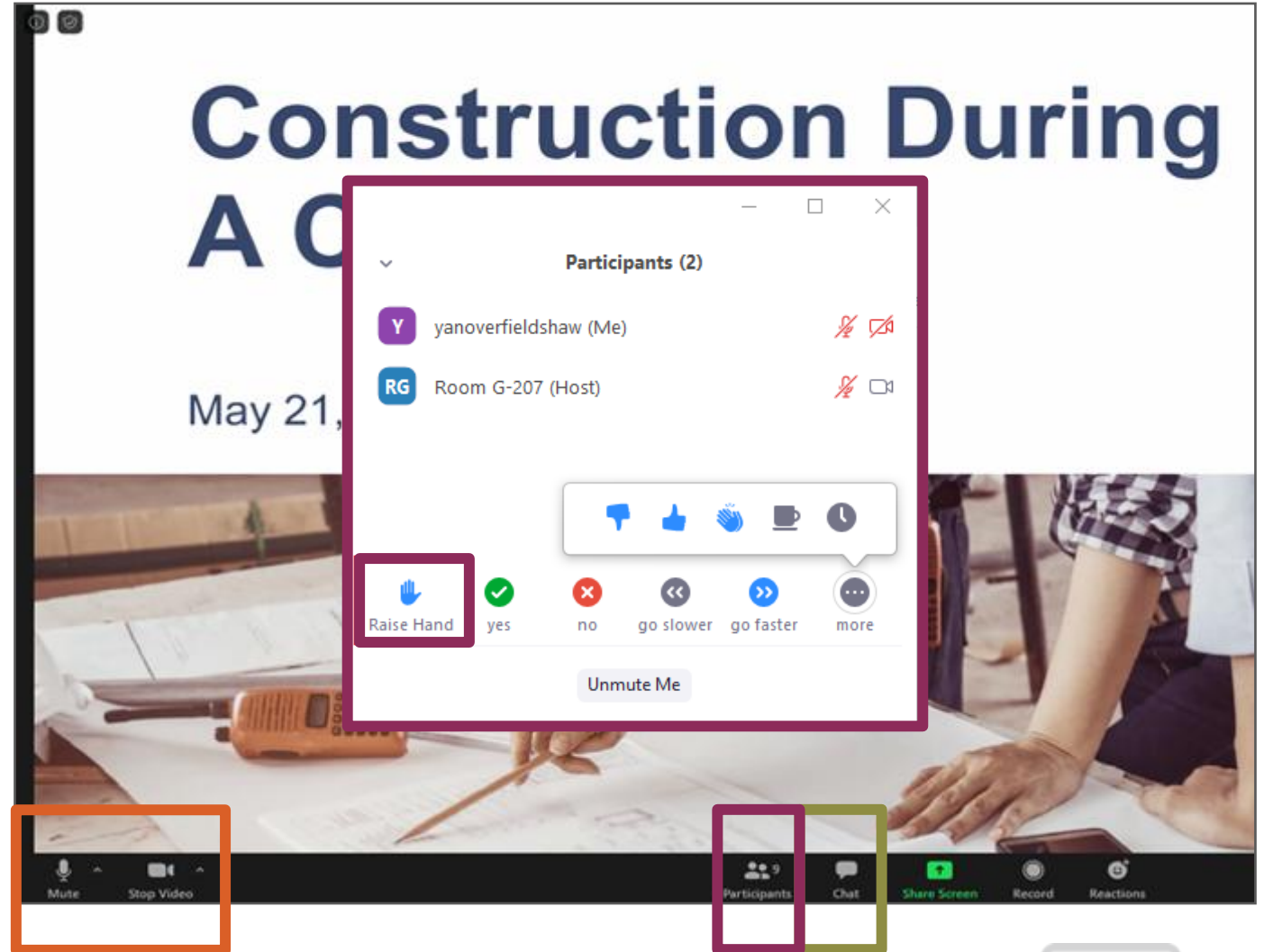
Larry Waters – Electrify My Home

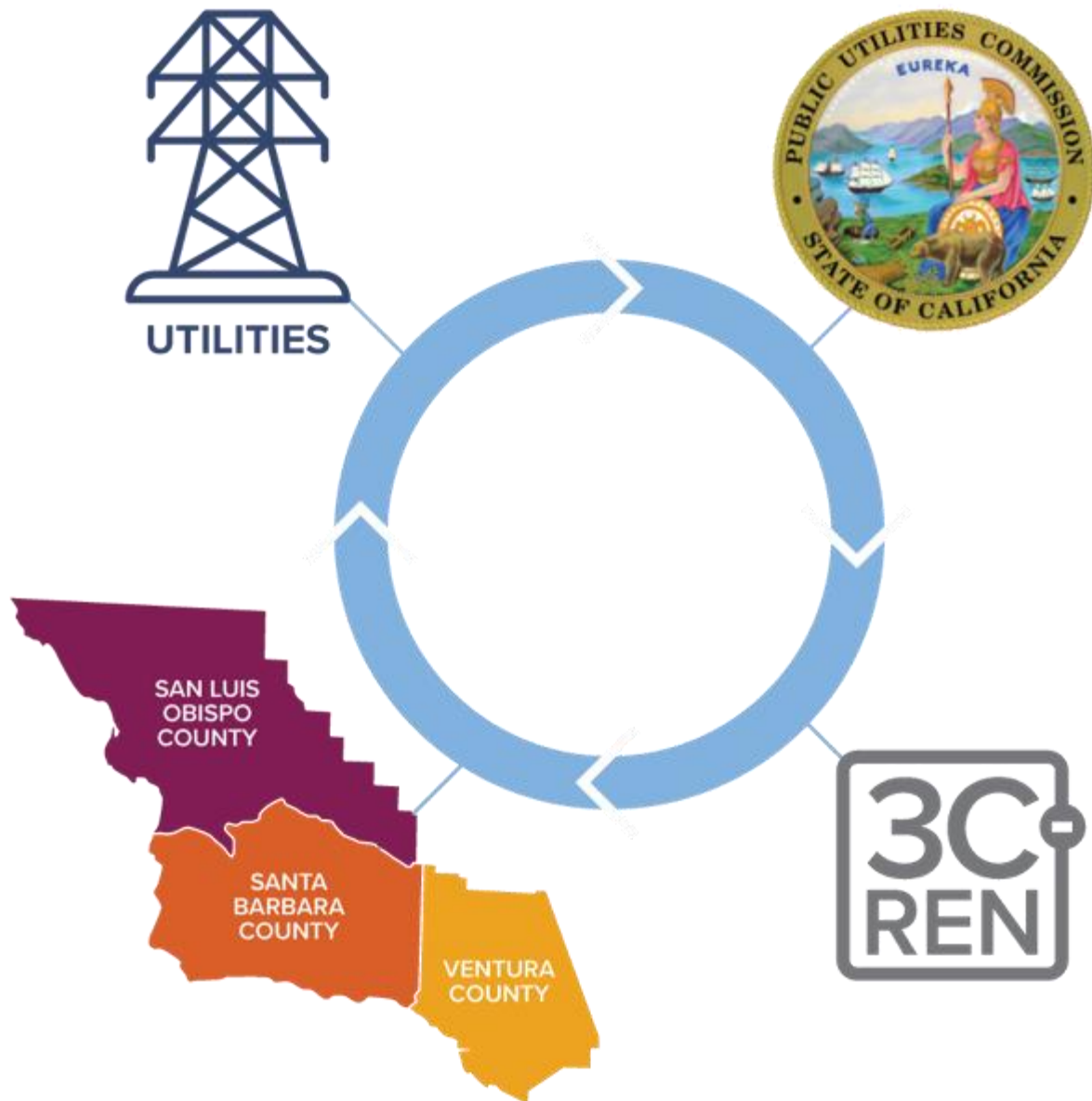
March 11, 2025



Zoom Orientation

- Add an **introduction** in the chat. Be sure **full name** is displayed.
- Did you call in? Please **share** first and last name with us.
- Please **mute** upon joining
- Use the "**Chat**" to share questions or comments
- Under "**Participant**" select "**Raise Hand**" to share a question or comment verbally
- Session may be **recorded** and posted to 3C-REN's on-demand page
- Slides/recording are **shared** after most events





Tri-County Regional Energy Network

3C-REN is a collaboration between the tri-counties

Our programs reduce energy use for a more sustainable, equitable and economically vibrant Central Coast

Our free services are funded via the CPUC, bringing ratepayer dollars back to the region



Our Services

Incentives



HOME ENERGY SAVINGS

3c-ren.org/for-residents
3c-ren.org/multifamily



COMMERCIAL ENERGY SAVINGS

3c-ren.org/commercial

Contractors can enroll at
3c-ren.org/contractors

Training



BUILDING PERFORMANCE TRAINING

3c-ren.org/events
3c-ren.org/building



ENERGY CODE CONNECT

3c-ren.org/code

View past trainings at
3c-ren.org/on-demand

Technical Assistance



AGRICULTURE ENERGY SOLUTIONS

3c-ren.org/agriculture



ENERGY ASSURANCE SERVICES

3c-ren.org/assurance



3C-REN Achievements



4,000+

Individuals Attended
Training



1,374

Energy-Saving
Projects Completed



334

Title 24/CalGreen
Questions Answered



\$155M

Secured for investment
in the tri-county region
through 2028

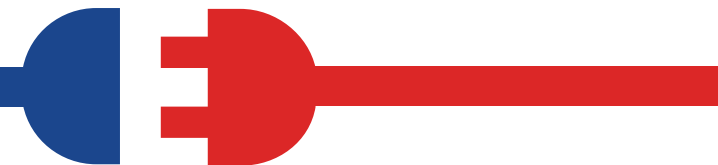
Data from 2019-2023 for three programs



Electrify My Home – Electrification Pioneers

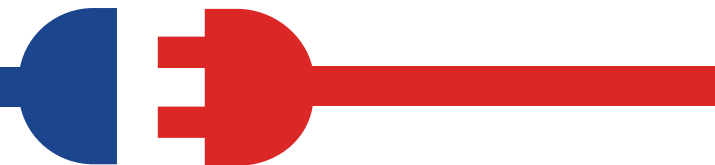
Our Mission:

*To provide the **most efficient** cost-effective electrification solutions to California homeowners, to practice **good stewardship** of the electrical panel, and to **train and influence** other contractors to do the same.*



Agenda

- ⚡ Introductions and Welcome
- ⚡ Consultative approaches to identifying needs & matching solutions
- ⚡ Common objections to heat pumps and sample responses
- ⚡ Closing and Wrap up



Electrify My Home's Upcoming 3C-REN Webinars

- 🔌 **3/11/25: Nail the Sale: Getting Past Heat Pump Objections**
- 🔌 **4/8/25: Panel Detectives – Electrical Panel Assessments for Heat Pump Installers**
- 🔌 **5/6/25: Electrification Products for the Central Coast Climate**
- 🔌 **6/17/25: Optimizing Heat Pump Zoning for Maximum Comfort and Efficiency**

Consultative Approaches to Identifying Needs & Matching Solutions

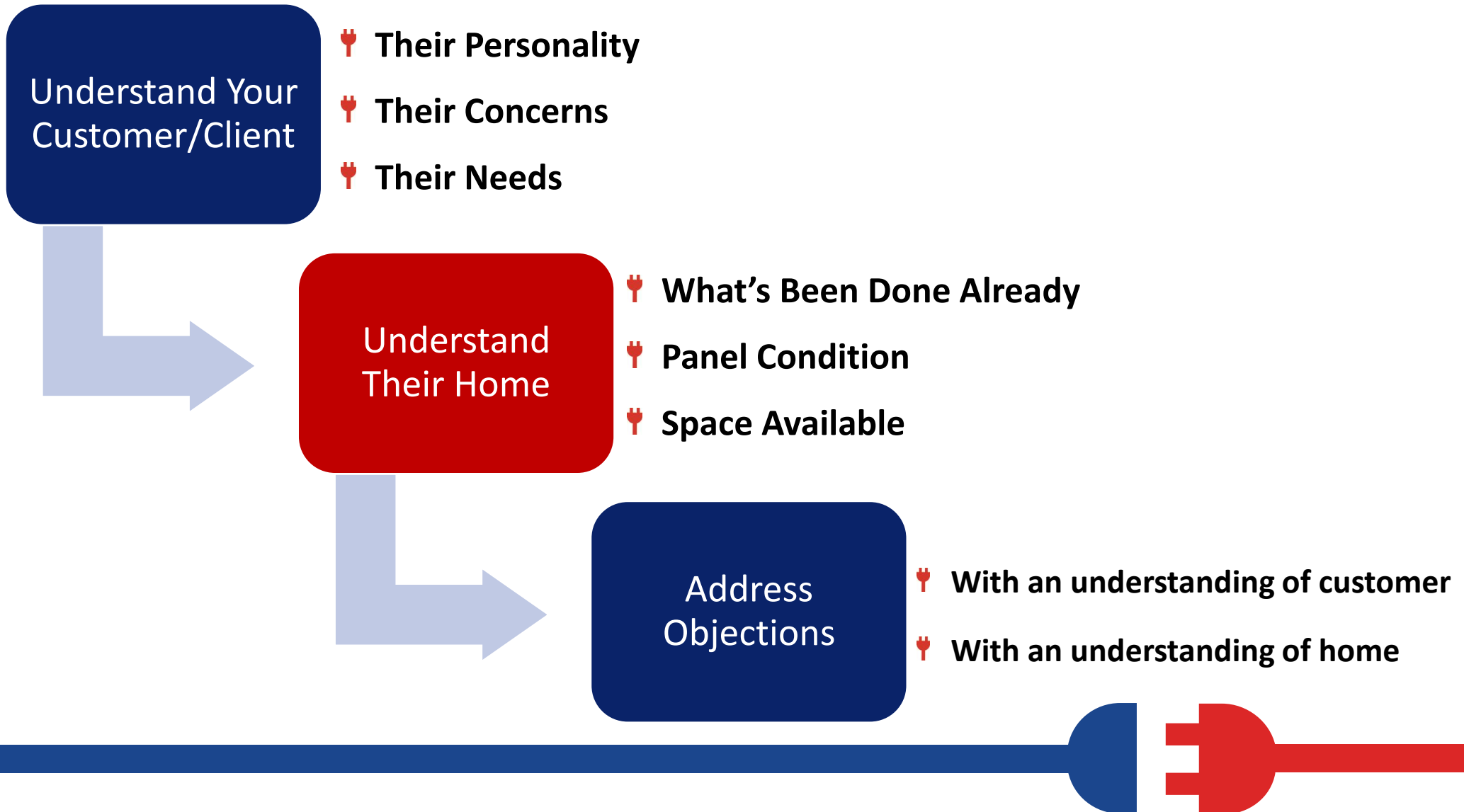


6 steps to get started



**The Best Way to
Handle
Objections is
Foreseeing &
Addressing
Them Ahead of
Time**

Before We Jump Into Addressing Objections...



#1 Come Prepared!

- 🔌 Use content from #ElectrifyEfficiently training program to “load your gun”
- 🔌 Get your facts straight
- 🔌 Practice your opening question/statement
- 🔌 Understand your products
- 🔌 Have faith in your solutions backed by building science



#2. Approach, Observe Your Environment



Step 1: Check out the house online before you go out. Redfin, Zillow or Trulia are good sources

Step 2: Be observant as you approach the customer's home; look for clues that could help guide you

- ⚡ Electric or hybrid car?
- ⚡ Solar panels?
- ⚡ Modern home design?
- ⚡ Drought-tolerant landscape?

#3. Take Some Time to Chat, Build Rapport, and Gather Clues to Guide Your Approach

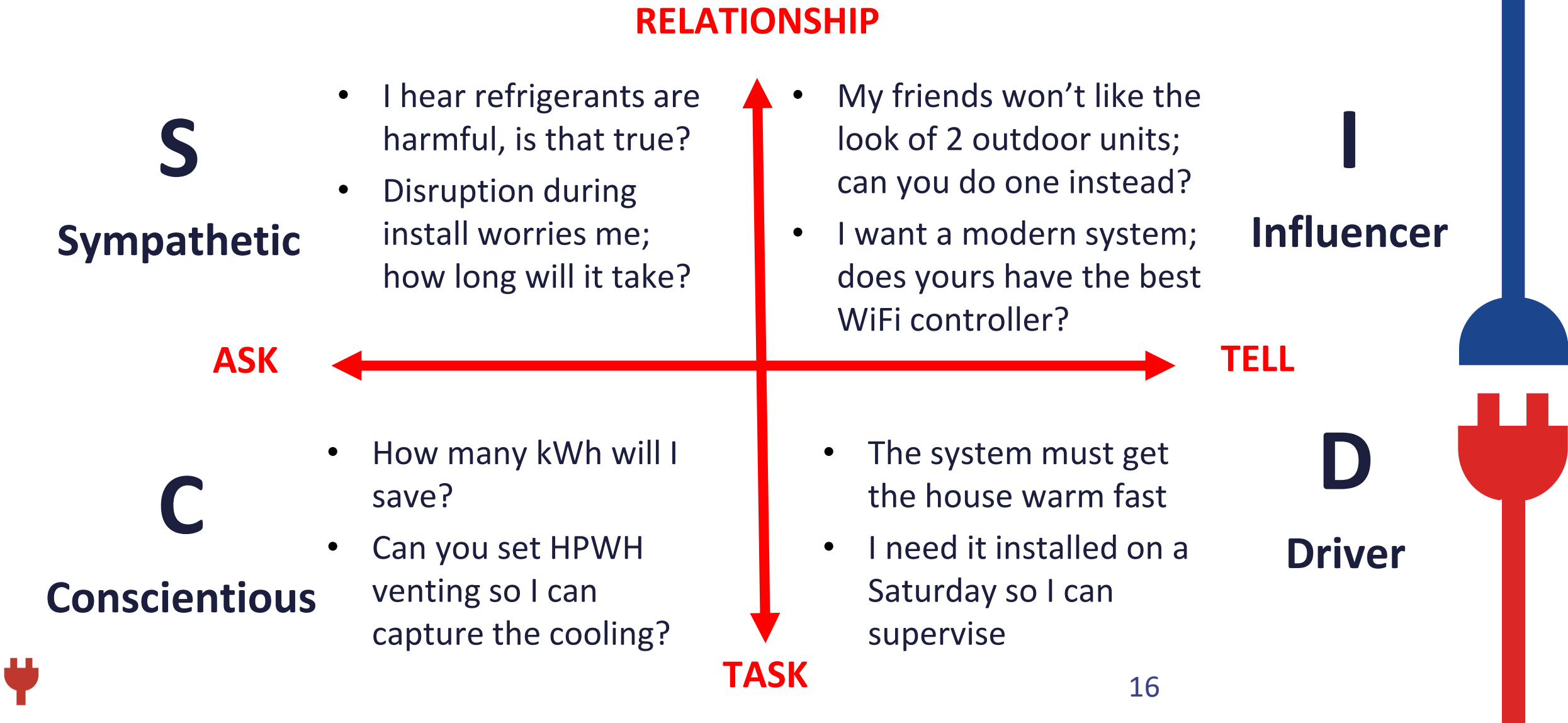


- 🔑 Listen for clues from your customer
- 🔑 Be observant and complimentary of your customer's home
- 🔑 Look for conversation starters
- 🔑 Try to pinpoint personality type: Analytical, Empathetic, Influencer, Alpha, or Driver

Know Your Customer (or Client/Neighbor/etc.)



Sample Questions You Might Get



#4 Understanding Your Customer's Needs

- ⚡ We have two ears and one mouth; use them in that order
- ⚡ Ask open-ended questions and listen to the whole answer
- ⚡ Ask follow-up probing question
- ⚡ Make notes regarding your customer's most important needs





#5. Site Evaluation, Pre-Full Assessment

- 🔧 Attic evaluation is very important
- 🔧 Give special attention to the Ducts
- 🔧 Inspect insulation: quality + R-value
- 🔧 Looking for interstitial wall cavities air leaks and bald spots, light cans, bath fans
- 🔧 Note all gas appliances
- 🔧 Size up the floorplan, locations for appliances, count the registers
- 🔧 Take lots of pictures

#6. Present Your Findings

- 🔌 Presentation of discoveries
- 🔌 Share the images to push impact
- 🔌 Discuss the deficiencies and best methods of correction
- 🔌 Share their electrification opportunities
- 🔌 Inform them of future needs (e.g., battery, EV charger etc.)
- 🔌 Solution for today's need



Common Objections to Heat Pumps

How to Overcome Objections

Misconceptions & Lack of Training

We Still Have a Lot To Learn About Heat Pumps

Air Conditioning | Heating | Refrigeration
the **NEWS** NEWS MEDIA REFRIGERATION BUSINESS 101 RESIDENTIAL

Heat Pump Awareness Grows from Residential, Commercial Customers

Industry still needs to overcome outdated objections

By Ted Craig

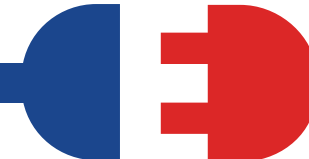
<https://www.achrnews.com/articles/146156-heat-pump-awareness-grows-from-residential-commercial-customers>



Trust Your Product

Right-sized Heat Pumps Bring BIG Benefits

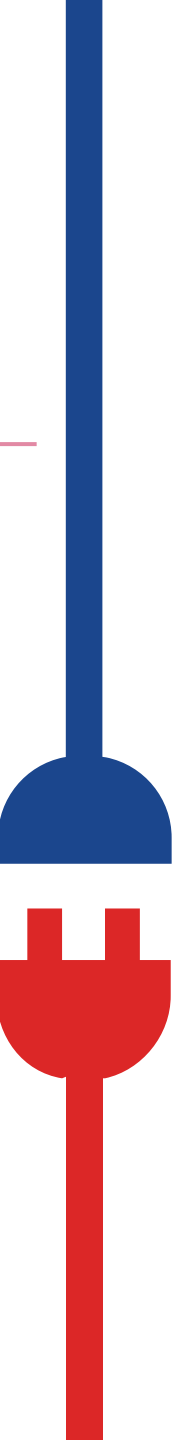
- 1) Better Comfort
- 2) Quiet
- 3) Enviro. Friendly
- 4) Safer
- 5) Indoor Air Quality





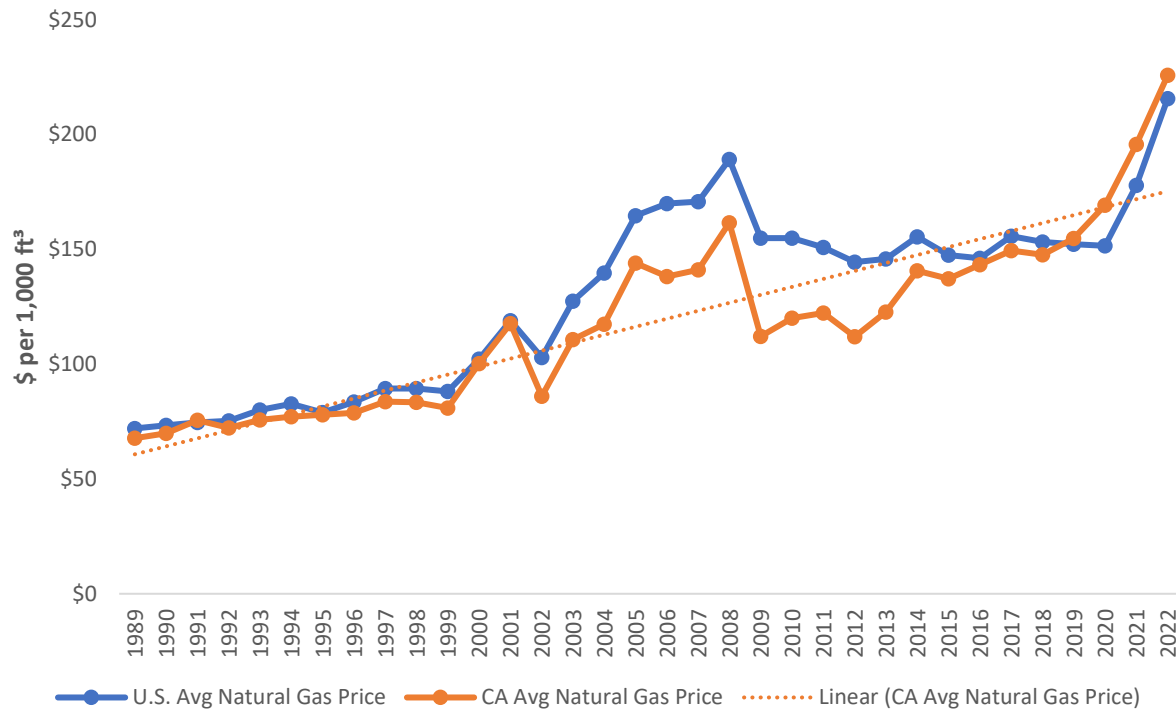
Objection #1: It'll Cost Too Much

- ⚡ Justify the *incremental cost* vs gas
- ⚡ What's improved health, safety, comfort, productivity, and environmental benefits worth to you?
- ⚡ Rebates/incentives are (or will be) at an all-time high
- ⚡ Several financing options
- ⚡ What was the ROI on your car? I-Pad?



Electricity Is More Expensive Than Gas

Average Residential Natural Gas Price 1989-2022

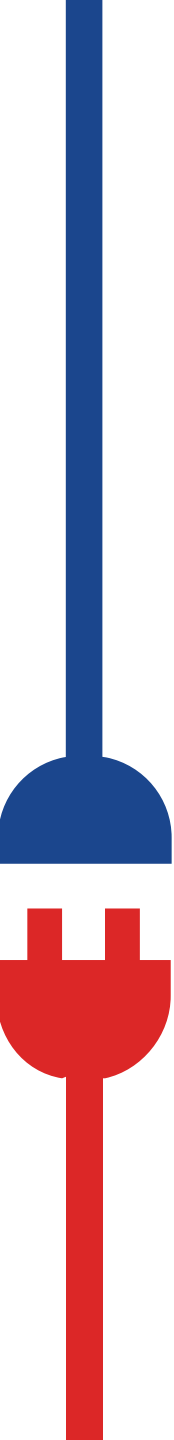


Source: Energy Information Administration (EIA), 2023

- 🔌 Natural gas prices are on the rise
- 🔌 Likely to continue as fewer pay to maintain infrastructure



- 🔌 Solar + heat pumps = very attractive
- 🔌 \$0 marginal cost of operation for solar



I Won't Have Heat If The Power Goes Out

- ⚡ Modern gas appliances use electric ignition
- ⚡ Small inverter systems can be backed up on batteries or generators
- ⚡ How often does power go out in winter vs summer?
- ⚡ New technologies like battery-integrated appliances will help

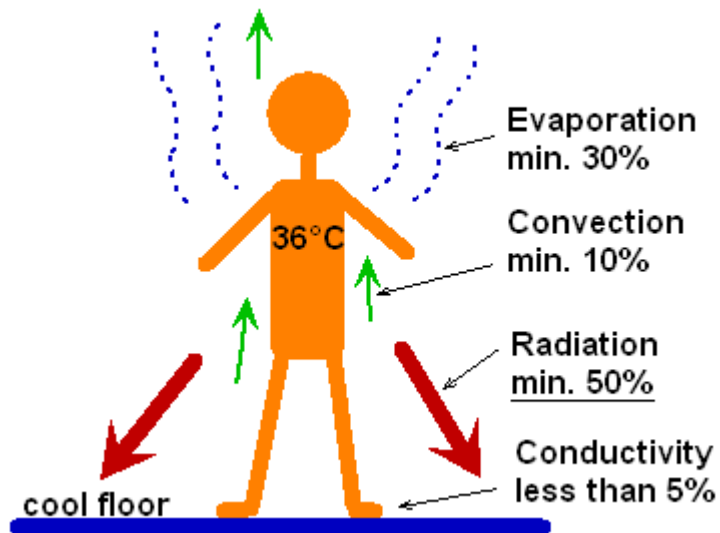


The Grid Can't Handle More Electric Appliances

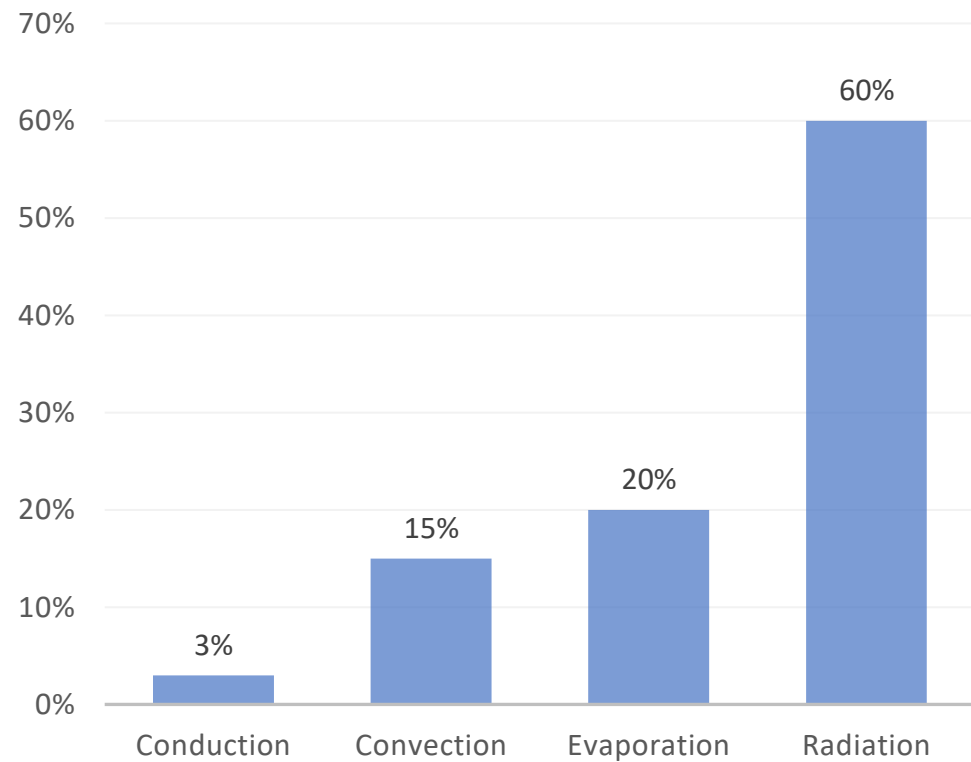
- 🔌 The grid has a lot of capacity. We need to be more mindful about how we utilize our “new” electric appliances. AKA #ElectrifyEfficiently.
- 🔌 Resiliency is top of mind for utilities and failures are a political nightmare. So, major investments in the grid will continue to be prioritized.
- 🔌 Technologies that support time-based consumption are improving.

Heat Pumps Don't Put Out Hot Air

- 🔌 **Correct, heat pumps work differently**
- 🔌 **The goal is to keep your living spaces warm rather than blowing air on you**
- 🔌 **Mean Radiant Temperature (MRT) accounts for more than half of comfort**

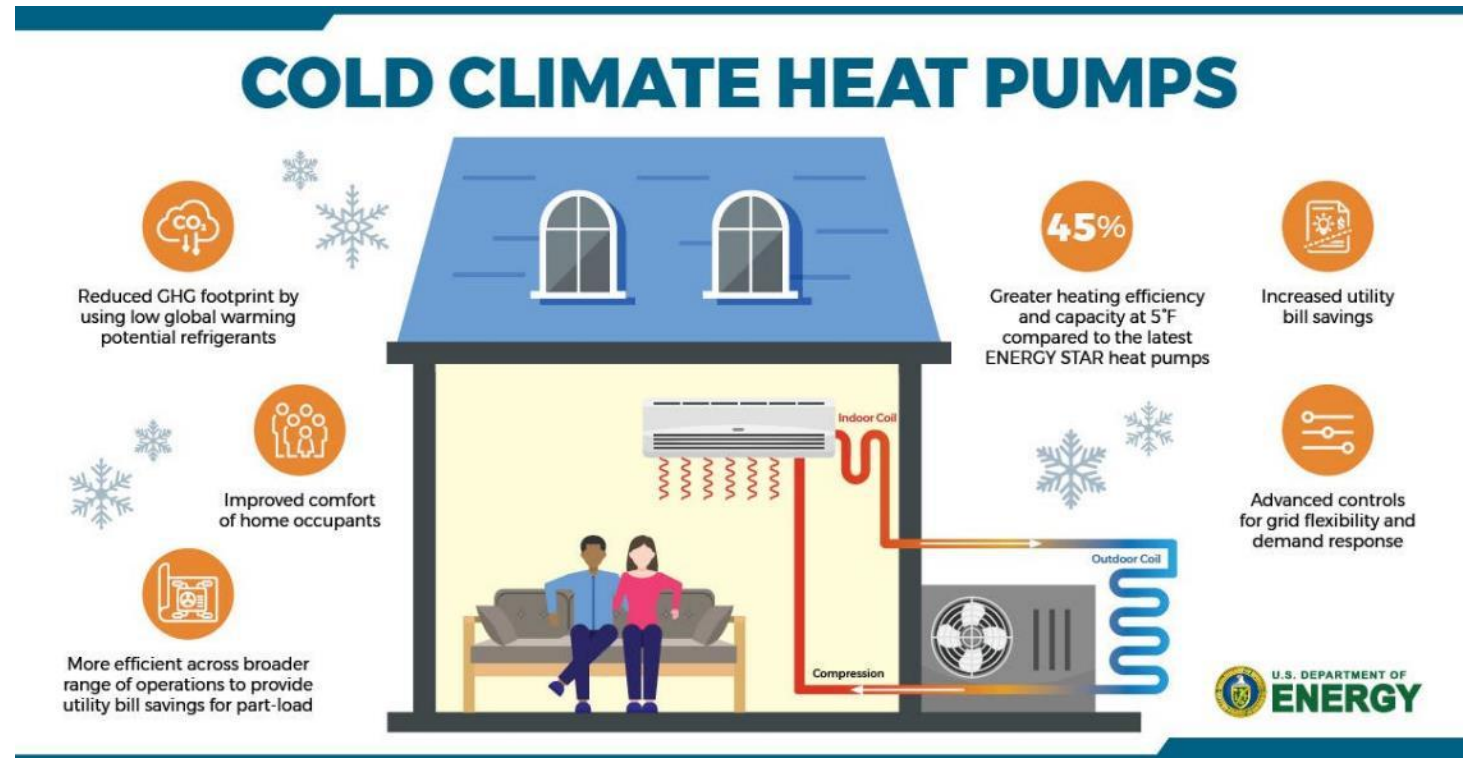


Human Body Heat Transfer Mechanisms



Source: <https://hvacschool.com/mean-radiant-temperature-what-it-is-and-why-we-should-care/>

Heat Pumps Don't Work In The Cold

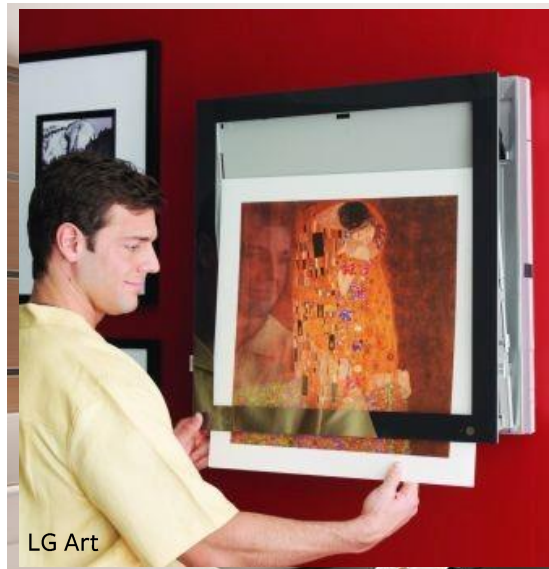


- ❖ BTUs exist all around us
- ❖ Right-sized heat pumps work in all California Climate Zones
 - ❖ Key words = right-sized
- ❖ Yes, the system will work a little harder on coldest days of the year
- ❖ Cold Climate heat pumps provide heat down to subzero temps

There's No Way I'm Putting That On My Wall



🔌 **Designed covers**



🔌 **Ceiling-mounted cassettes**



🔌 **Go ducted!**

I've Heated My Homes With Gas for 50 Years Why Change?

🔌 Reminder – what's their driver?

🔌 Use analogies!



Pollution



Safety Issues



Rising
Costs



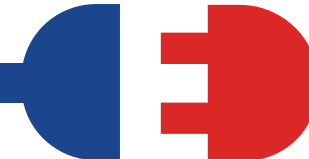
Clean



Zero gas leak
or CO issues

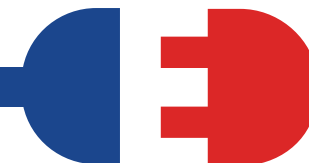


Comfortable



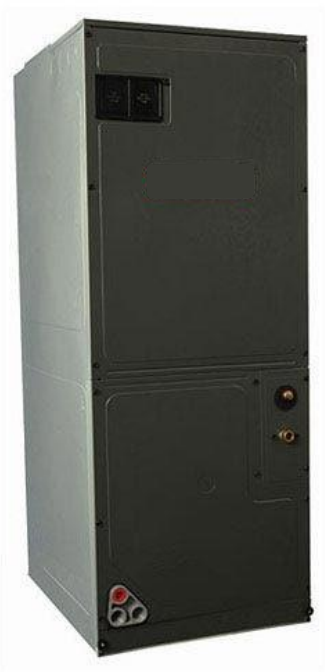
How Do I Know It Will Be Reliable?

- ⚡ Despite being new in the US, heat pumps have been around for decades
- ⚡ Most systems have 10-12 year warranties
- ⚡ If installed properly, point to how your quality procedures better ensure longevity
- ⚡ Discuss your maintenance program
- ⚡ Discuss any extended warranty options



They're Too Loud

- ⚡ Heat pumps are not all created equal
- ⚡ Dozens of models that run far quieter than your existing A/C (if you have one)



74 dBA

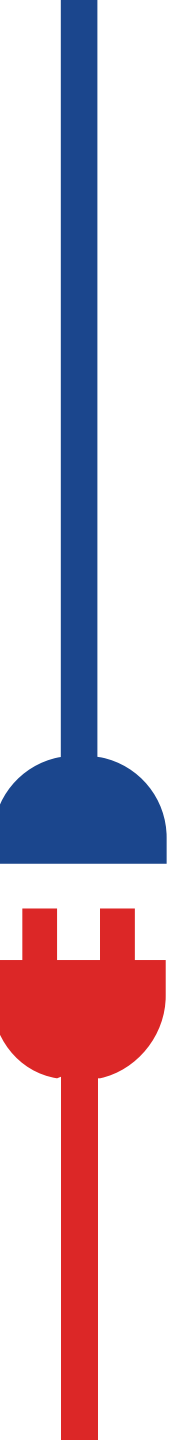


54 dBA





I Don't Have Space For
the Outdoor Unit!



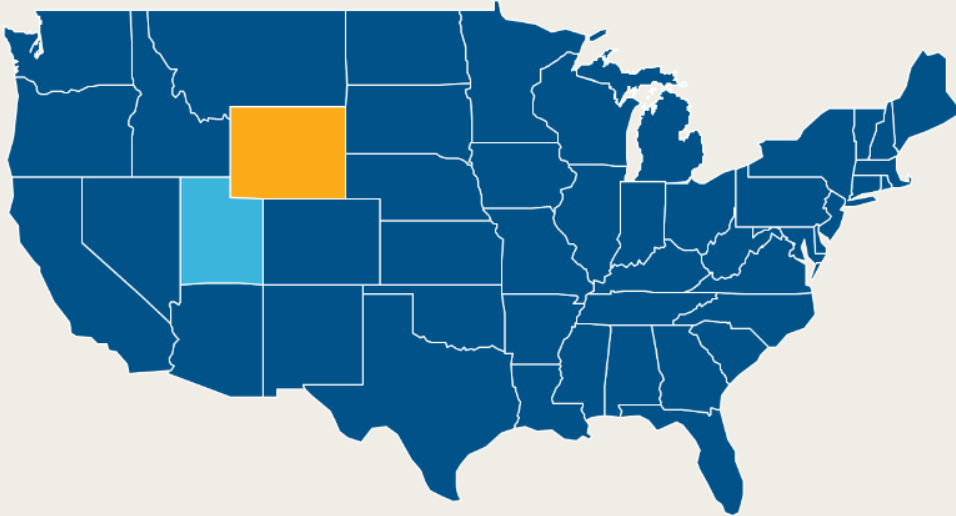
I Heard Existing Ducts Won't Work With A Heat Pump

- ⚡ Correct duct sizing is important for any HVAC system
- ⚡ Furnaces are often oversized with undersized ductwork
- ⚡ It's not always cut and dry
 - ⚡ Some runs may be sized correctly but not others
 - ⚡ If accessibility or situation is disadvantageous for replacement, relocation of ductwork or going ductless



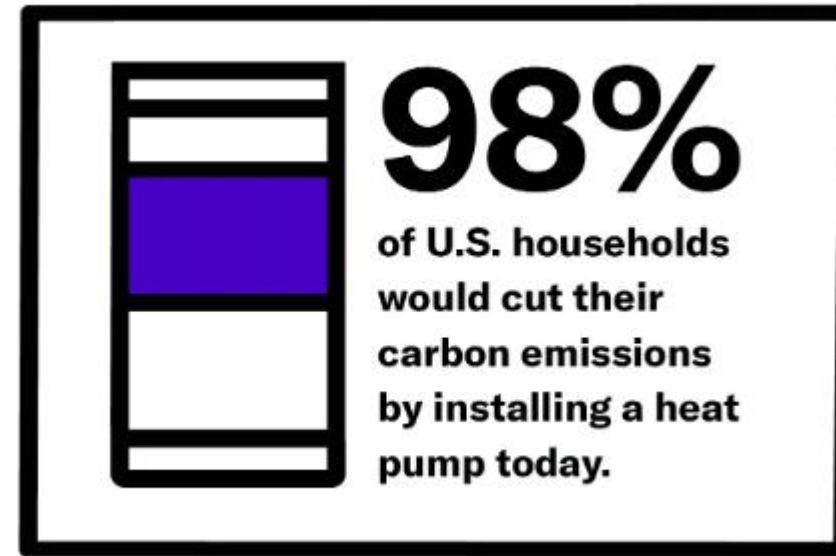
It's Not Carbon Friendly Because Electricity Comes From Fossil Fuels

Emissions Impact by State—Heat Pumps vs. Gas Furnace
(Continental United States)

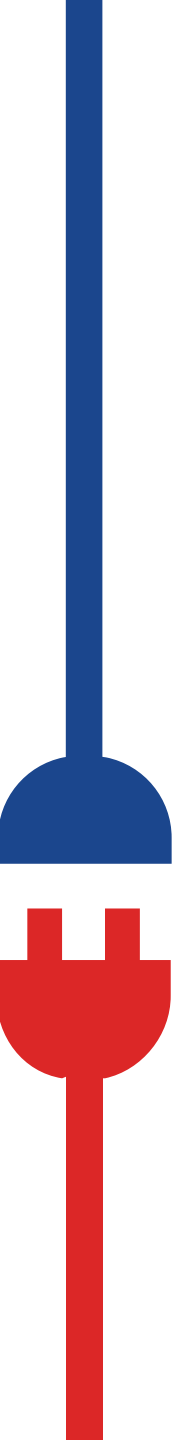


● New heat pump reduces carbon emissions vs. gas furnace ● Pending policy may change outcome
● New heat pump doesn't reduce emissions vs. gas, current prices

Source: Rocky Mountain Institute, 2020

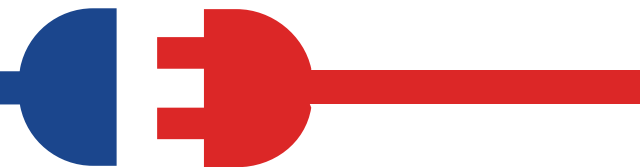


Source: Rewiring America



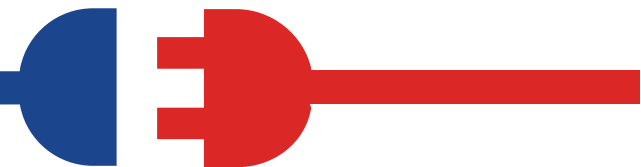
I Prefer To Sleep Cool But You Said to Keep the Thermostat The Same?

- ⚡ Small tstat setbacks are ok, large setbacks must be done very carefully (or never)
 - ⚡ Be mindful of cold snaps & heat waves
- ⚡ Crack a window but keep rest of house tempered
- ⚡ Add a zoned solution if warranted



Adding An Outdoor Unit Will Increase Maintenance Costs

- ⚡ Heat Pumps require less maintenance than gas furnaces
- ⚡ Fewer mechanical parts
- ⚡ No combustion checks
- ⚡ Adding a high efficiency filter decreases maintenance needs even further

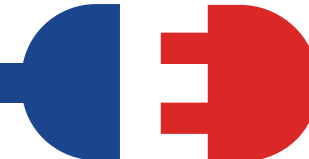


Questions?

Join us April 8th at 4pm for
Panel Detectives: Electrical Panel Assessments for Heat Pump Installers



Larry Waters | 707-840-3411
electrifymyhome.com | info@electrifymyhome.com



Closing



Continuing Education Units Available

- Contact julianna@3c-ren.org for AIA LUs and ICC CEUs

Coming to Your Inbox Soon!

- Slides, Recording, & Survey – Please Take It and Help Us Out!

Upcoming Electrify My Home Courses:

- Electrical Panel Assessments for Heat Pump Installers (4/8)
- Electrification Products for the Central Coast Climate (5/6)
- Optimizing Heat Pump Zoning for Maximum Comfort and Efficiency (6/17)

<https://www.3c-ren.org/calendar-of-events-and-trainings/>

Any phone numbers who joined? Please share your name!



Thank you!

More info: 3c-ren.org

Questions: info@3c-ren.org

Email updates: 3c-ren.org/newsletter



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