Talking Bioheat®
Keeping them with Oil... and Keeping them with You!
Talking Bioheat®

1. Why?
2. Who?
3. Where?
4. What?
5. How?
Threats and Competition.
Statement: The availability of Bioheat® makes me less likely to convert to another fuel.

<table>
<thead>
<tr>
<th></th>
<th>Extremely Likely To Convert</th>
<th>Somewhat Likely To Convert</th>
<th>Somewhat Unlikely To Convert</th>
<th>Extremely Unlikely To Convert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Agree</td>
<td>39%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
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<tr>
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<td>30%</td>
<td>32%</td>
<td>37%</td>
<td>28%</td>
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<td>Neither</td>
<td>20%</td>
<td>48%</td>
<td>41%</td>
<td>46%</td>
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<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Completely Disagree</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
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What’s In a Brand?

The purpose of branding is to differentiate your business in the marketplace and to get consumers to identify it as different, better, special, so they feel they have good reasons to buy from you at the prices you want to charge.

Start by asking: What do we want people to think about us? Then figure out all the ways to get that across.
What the NORA Study Showed Us...

After explaining what Bioheat® is and does, we asked the consumers to identify their top 3 benefits of Bioheat®.

1. Bioheat® is made in the U.S.A.
2. No modification of current heating system required
3. Bioheat® is cleaner burning than traditional heating oil
It needs to be part of ours....
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<th>3</th>
<th>4</th>
<th>5</th>
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Technicians, Drivers, and CSR’s
We Make the Difference!

1. We create the feelings that earn loyalty.
2. We have the power to keep or lose the best customer.
3. We are the front line – of the daily battle to generate loyalty.

Not satisfaction. Loyalty.
Who Do You Trust More (Total)

- Oil Company: 76%
- Utility: 24%

When it comes to Trust, it’s no contest.

So leverage this strength. If you give the customer the information they need to make a good decision, they’ll believe you!!!

<table>
<thead>
<tr>
<th>Likelihood to Convert</th>
<th>Oil Company</th>
<th>Utility</th>
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</thead>
<tbody>
<tr>
<td>Extremely Likely</td>
<td>63%</td>
<td>37%</td>
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<tr>
<td>Somewhat Likely</td>
<td>67%</td>
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</tr>
<tr>
<td>Somewhat Unlikely</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>Extremely Unlikely</td>
<td>88%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Talking Bioheat®

1. Why?
2. Who?
3. Where?
4. What?
5. How?
CFO: What if we invest in our people and they leave?

CEO: What if we don’t and they stay?
Filling Your Tool Box…

- Permission Based
- Social Affirmation
- Test Close
• **Use a standard greeting:** “Good morning/afternoon. Thank you for calling XXX Oil. This is (your first name.) How may I help you?”

• **Use the customer’s name.** It causes a positive physical reaction in their brain. Ask for permission to use their name.

• **Use your name – at least twice.**
It’s Positively Contagious
Ten Keys to Dealing With Customers

1. To our customers, you are the company. No one else matters.

2. Treat people like you would want to be treated.

3-10. See above.
• **Share the wealth** - Let the customer know everything you know. Nothing is more frustrating for a customer than having to tell their story twice.
Asking Questions...

• Have you heard about Bioheat®?
• Did you know we deliver Bioheat®?
• Did you know your heater is running on Bioheat®?
5 Steps to a sale…

…Stop skipping
Talking Bioheat®

1. Why?
2. Who?
3. What?
4. When?
5. How?
Bioheat® is an exciting heating fuel that blends standard heating oil with renewable biodiesel. The result is a safe, exceptionally clean and environmentally friendly fuel.
Bioheat® comes from our usual reliable supply of heating oil and from biodiesel, which is made from agricultural byproducts and co-products.

Biodiesel is manufactured in nearly 150 production plants—all here in America.
How much “Bio” is in Bioheat®?

We call it a Bioheat® blend.

Commonly referred to as B5, B20, or B100
B5 meaning there is 5% biodiesel with the remainder being petroleum fuel oil
B20 meaning 20% biodiesel and 80% petroleum fuel oil
B100 meaning pure biodiesel.

To simplify, the industry commonly refers to...
• **Bioheat®** as the **blends between 2% and 5% biodiesel**
• **Bioheat® Plus** is blends of B6 to B20, and
• **Bioheat® Super Plus** is blends over B20 up to B100.

“It’s blended... usually between two and twenty percent.”
Bioheat® fuel is a healthy and safe renewable energy resource made domestically from fatty acids found in soy and other vegetable oils, recycled restaurant oils and other natural sources. For every one unit of energy needed to produce biodiesel, 5.5 units of energy are gained. Because of this high energy balance and since it is domestically produced, biodiesel use can greatly contribute to domestic energy security.

Not only is its production astonishingly energy efficient, the fuel itself is nontoxic, biodegradable and promotes better air quality and environmental sustainability by reducing greenhouse gas emissions. It also provides a cleaner, more complete and energy efficient burn.

Breathe easier and reduce your carbon footprint with Bioheat®.

“Yep. Everything it’s made of can be grown again.”
Bioheat® will provide the same levels of heat and comfort within the home while providing a **cleaner, safer fuel with better emissions.**

A typical oil-burning household, using 800 gallons of Bioheat® fuel blended with ultra low sulfur heating oil per year could conserve 40 gallons of oil annually and the emissions that go along with it.

“Yep. Even better”. 
Both standard heating oil and biodiesel have established quality and performance standards as set by the American Society for Testing and Materials (ASTM). The blended Bioheat® is accepted by the ASTM as being a comparable fuel with heating oil.

Additionally, every oil burner sold in the U.S. is listed to run on Bioheat®. The biodiesel industry also has its own quality program called BQ-9000. This program covers storage, sampling, testing, blending, shipping, distribution, and fuel management practices.

“It’s tested.”
Do I have to change equipment?

Homeowners continue to enjoy the same **seamless, reliable** heating that they have come to expect while helping to assure environmental responsibility and energy security. Biodiesel has been used in higher blends, including B100. However, not all blends are approved by all equipment manufacturers. **If there are concerns, check with the fuel provider.**

“Nope. It’ll run just fine, probably better.”
Heating oil has been reformulated to bring down sulfur levels dramatically. All heating oil dealers in now sell this clean-burning, efficient fuel.

When it is combined with biodiesel it is even greener with greater efficiency. This has set the stage for dealers throughout the northeast and mid Atlantic to eventually sell super-efficient heating systems (exceeding 95% AFUE), currently available only outside the U.S.

“Wait till you see the new heating equipment.”
Why is Bioheat® Better?

It’s Renewable
It’s Clean
It’s Efficient
It’s American
How Else Do We Keep Them Loyal?

Talking BioHeat®

• Reducing Churn
  – Automatic Delivery
  – Budget Plans
  – Service Agreements
  – EFT & Auto Pay
  – E-Statements
Budget Plans...Why Do We Like Them?

- Avoid Payment Problems
- Don’t Run Out Of Fuel
- Focus Off Of Price
- They Use More
- Cash Flow
- Keeps Them On Automatic
- Puts Them To Sleep
A feature is what the program is and how it works. A benefit is what it ultimately does for the customer.

We have a tendency to talk first and too much about the features. Example: When asked to describe a budget plan, many CSR’s have said “We estimate your total bill and break it up into 12 monthly payments. At the end of the year, if we end up either owing you some money or you owing us, we can make an adjustment. I would need to run a credit application to make sure you can get it etc.”
This year, a single delivery can cost $400, and a typical customer will end up paying around $1,200 over just 4 or 5 months. Our Budget Plan let’s you spread the payments out monthly, so the average bill would be far less. There’s no charge for this. Should I assume you want that as well?”
Look at their account and do the math for them- Show them what they paid last year and how much it would cost this year. Then give them an estimate for what their monthly bill would be instead.

Close the deal - When you have answered all their questions, try and enroll them right over the phone. “If you’d like, I can set you up now, so you can be sure of getting the lowest payments possible.

“Lower the bar” to trying it- make it easier to say yes- “Why not give it a try for this year. You can always change if you want, but most of our customers end up liking it a lot more.”
Calculating on Your Feet!

- Gallons
- Fuel in the Tank
- Price Per Gallon
- Credit or Debit
- Cap or Fixed Fees
- # of Months
- Service Agreements
“I understand you’re concerned about getting too high a bill, and that’s why you want to call for your deliveries or order less. But that will put you more at risk of running out, especially when it’s really cold and your bills are highest. Then, you could get stuck with frozen pipes, or a bill for emergency service. A better option would be to go on the Budget Plan. Then, you wouldn’t need to worry how much we deliver or when you get it. So you don’t run the risk or hassle of running out of fuel. You get to spread all your bills out monthly.”
Selling Service Agreements

Customer...

It’s alright for now, right?

Us...
Every non contract service call should include a presentation for a service plan!

• Explain the savings
• Explain the value of the tune up
• Explain the obligation for your company to respond
Take the Focus Off of Price

There will always be someone who says that they can do it cheaper - but at what cost?
Know the Benefits

- Annual tune up
- 10% in fuel savings
- XX% discount on repairs and services
- No surprise repair bills
- Longer Lifetime of Equipment
- Emergency 24/7
- Priority Scheduling
- Tank Coverage
- One year warranty on repairs
- Helps Sell the House
“I notice you don’t have our service plan coverage. Is there any reason?”

“The service plan provides an annual tune up which restores your system to its best possible efficiency, which can save you up to 10% on your fuel. This year, that would be an average of $XXX. And it provides a discount on repairs. And it only costs $XX per month on our Budget plan. Would you like to add it?”
Sell with every Repair or Tune Up
Questions?

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