

HOW TO COUPON

Are consumers in your market more bargain conscious than ever? It seems that way, which makes couponing an effective way to attract customers. Here's how to do it right.

WHY COUPON?

You might wonder why you need to coupon in the first place. It's simple. You coupon to get the value conscious buyer to take action. My parents lived through the Great Depression. The frugality imposed upon them by the Depression impacted them the rest of their lives.

I believe the Great Recession and Pathetic Recovery have similarly effected people. No, people don't fold, save, and re-use foil like my parent's generation, but most people are no longer willing to pay full retail. Couponing helps people take action. The expiration date provides a sense of urgency. Together they strengthen your call to action.

What sounds better to you as a consumer... 10% Off or \$30 Off? It depends on the expected price, right? But consumers - most consumers, anyway - do not know what to expect for a service call. They think anywhere from \$100 to \$300. This makes \$30 sound a lot more attractive than 10%. If your average ticket exceeds \$300, then it saves you money as well.

REDUCED SERVICE CHARGE

Another approach is to promote a special low response charge. This might be your service call, trip charge, truck charge, diagnostic, or some other name for the flat rate price to get your trucks to the homeowner's door to look at her problem.

BUNDLE

Instead of taking away from the price, bundling allows you to give something extra. For example, an air conditioning contractor can give the homeowner a free digital thermostat on every

service call. A plumbing contractor can give away a water alarm. Electrical contractors can give away a smoke detector or carbon monoxide alarm. For that matter, you can offer a free gift that has nothing to do with your industry. A lot of consumer electronics like digital photo frames, Blue Ray players, and Google's Chromecast cost in the \$30 range, but carry a higher perceived value.

AIRLINE MILES

Another promotion is to give away airline miles. You can buy blocks of 500 miles for less than \$15 from most major airlines. If your city is a hub for a major airline, you can offer miles on every service call, piggybacking on the airline's loyalty program.

COUPON CHOICE

If you do not know what offer will work best and do not feel you can test the offers, print alternative coupons on the same page. Call it a consumer choice offer. Choose the free gift or the miles, the discount of the bundle. Be sure to record your results.

REMEMBER THE EXPIRATION DATE

It is important that you always give a coupon an expiration date. The date provides the urgency to act now.

OTHER OFFER DISCLAIMER


Because consumers can be very clever about stacking coupons that might lower your gross margin below breakeven, always include the disclaimer that this offer may not be combined with other offers.

HONOR COMPETITOR COUPONS

If one of your customers would prefer to do business with you, do not let the lack of a competitive offer drive them away. Let your customers know you honor competitor coupons. A few might scramble through Val-Pak searching for an offer to present before every service call, but they will be the exceptions. Mostly, you will be keeping people from calling the competitor because their preference for you is not strong enough to overcome the need to save.

Whether you like it or not, couponing will only go away when a robust economy returns and maybe not even then. People want value, not necessarily to save money, but to sate a psychological need.

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Planned Maintenance: Plan For Savings

Keeping your home comfort system in peak operating condition is a lot like taking care of your yard. You try to give it frequent attention to achieve the best results. Why treat your indoor comfort any different?

Your home's comfort system deserves regular care to maintain its longevity and efficiency. Unfortunately, you don't have a visual reminder — such as a no-mow lawn or weeds — to indicate it's time for maintenance. The easy answer is to rely on us to keep track of your system's needs with a Planned Maintenance Agreement.

A Planned Maintenance Agreement keeps your comfort system running smoothly with scheduled tune-ups and professional service. A well-tuned system runs at peak efficiency, so you can enjoy a comfortable season in addition to lower energy costs year after year. Our thorough inspections can also help avoid costly repairs. Our extra feature: if you ever have an unexpected problem, your Planned Maintenance Agreement entitles you to pre-prioritized service.


Call us today for a full list of benefits for you — and your equipment. We'll take care of the details so you can enjoy total home comfort.

Combating Chilly Temperatures

When it's cold outside, it's tempting to crank up the thermostat to get rid of the chill. But one of the best ways to help save energy, money — and the environment — during colder months is to turn down the temperature by two degrees.

Here's a basic rule of thumb: Turn the thermostat to 68° while you're at home, and set it even lower when you leave for the day. According to the DOE, by regularly turning down the temperature by 10 to 15 degrees before leaving the house for an eight-hour span, you could save between 5% and 15% a year on your heating bill.

So grab a hot cup of cocoa, throw on a sweatshirt and enjoy the winter season. And if it's time to replace or upgrade your thermostat, O'Brien Heating & Air Conditioning is here to help.

Sincerely,

 Ron deFuria, President



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We honor:


Take advantage of these special savings!

CHANGING SEASONS OFFER

Thanks for reading *Changing Seasons!*
\$100 off any equipment purchase of \$2000 or more when using this coupon.

ATTIC INSULATION

\$95 OFF

"Save money and make your home more comfortable!"

Are you missing money allowing heat that you've already paid for to escape into the attic? Let us insulate your attic to help you decrease your heating bill and increase the comfort of your home. Take \$95 off any attic insulation job over 1000 SF.

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Warming Up To Winter

Conserving energy is a day-to-day concern for all homeowners throughout the year. But it's especially so during winter, when colder temperatures can rob your family of warmth — and add unnecessary dollars to your monthly heating bills.

Practicing energy-saving tips around the home can not only increase your comfort, but also decrease utility expenses during the chilly months. And making your home energy-efficient is smart, regardless of the weather. You'll enjoy maximum

To get started with coupons in your newsletter, contact: Sherry McKinley at The Newsletter Company (800) 828-7198.