Heat Pump Water Heaters
Product/Sales Training
Meeting a Customer for the First Time

How do you identify a Heat Pump Water Heater customer?

What concerns might a customer have?

How would you respond?
Finding Heat Pump Water Heater Customers

- Are you a homeowner?
- Do you have existing electric water heat?
- Is your water heater located in a garage, basement, attic or utility room 10’ x 10’ or larger?
Explaining the Technology Features

Heat pump technology:

- Heat is moved from the surrounding air to the water in the tank
- Pulling heat instead of creating heat allows for 68% less energy use
- 6 or 10 year warranty
Explaining the Technology Features

- **68% reduction** in electric water heating costs. Saves the average homeowner $305 every year on the electric bill
- **Immediate $ savings** with Utility rebates
- Peace of mind through 6 to **10 yr. warranty**
- Same **reliable hot water** delivery. 2 back-up electric elements when quick recovery is needed
How would you respond?

*It’s too expensive...*

68% savings and Utility rebates

*I’m not sure these are Reliable...*

Same technology as your refrigerator and car AC units
6 or 10 year warranty

A.O. Smith
How the Voltex® Works

https://player.vimeo.com/video/235024851
The Voltex® Hybrid Electric Heat Pump Water Heater pulls heat from the surrounding air and deposits the heat into the tank. The end result is very efficient production of hot water, with cooler and dehumidified air as a welcome by-product.

How the Voltex® Works

It works in the following manner:

1. A fan brings air through the top mounted air filter
2. Heat in the air is absorbed by the refrigerant inside the evaporator coil
3. The refrigerant is pumped through a compressor, which raises the temperature and pressure
4. Hot gaseous refrigerant is circulated through the coil and transfers heat to the water
5. The coil and storage tank are surrounded by “Environmentally-Friendly” Non-CFC foam insulation to reduce standby heat loss
All Climates

- **Wide Temperature Operating Range**
  - Heat pump will operate when the ambient air temperature is 45°F - 120°F

- **Installed Indoors**

- **Great in Basements**
  - Relatively steady temperature year round
  - Heat pump acts as a dehumidifier

- **Northern Climates**
  - Northern states often have some of the highest electric rates which can lead to greater savings and faster payback
Installs similarly to a standard electric water heater with a few differences:

- **Minimum Space Requirements**
  - Recommend a minimum of 700 ft³
  - Some options for smaller installation spaces

- **Condensate**
  - Primary and secondary condensate ports should be plumbed to a floor drain or condensate pump

- **Side Water Connections**
  - Keeps water away from the electronics and heat pump components at the top of the heater
Optional Inlet/Outlet Ducting Kit* can be used for confined space installations

- A heat pump requires a minimum room size of 700 ft³ for proper operation
- Pull air from and/or exhaust air to an adjacent space
- No minimum space requirement for installation if both inlet and outlet are ducted
- Allows up to 10 feet of total ducting (inlet+outlet), or up to 25 feet when using a duct booster fan kit

*There are separate duct kits for the HPTU/FPTU and HHPT heater designs
Sales/Training Tools

Counter Display

Dimension 8.5”x14”

Heat Pump Shells

Contractor Rewards

Pocket Guide

Consumer Brochure/Tearpads

AC Smith

Pocket Guide

AC Smith

Heat Pump Shells

AC Smith

Contractor Rewards

AC Smith

Pocket Guide

AC Smith