

# Increasing Heat Pump Adoption *A Special Relationship Between Contractors and Consumers*

**Midwest Energy Solutions Conference 2023**



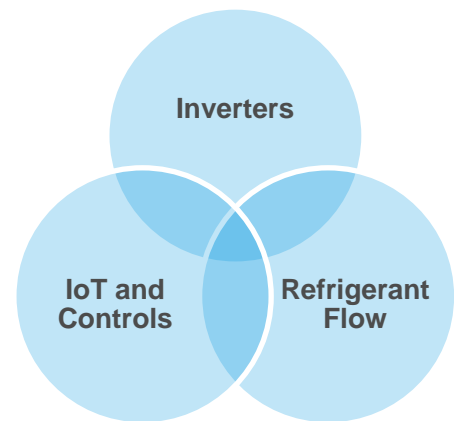
# ABOUT DAIKIN

Our mission is simultaneously focused on profit and environmental goals.

1

## HEAT PUMPS

DAIKIN CORE TECHNOLOGIES



2

## MANUFACTURING CAPABILITY

More than  
**90**  
global production bases  
for localized production

Business development in more  
than  
**150**  
countries

**Comprehensive AC  
Manufacturer**  
Handling both AC equipment  
and refrigerants

More than  
**76,000+**  
**EMPLOYEES**  
80% are outside Japan

**76%**  
of our sales are from outside  
Japan

**AIR  
SPECIALISTS**

3

## MISSION

### Environmental Vision 2050

We will reduce the greenhouse gas emissions generated throughout the entire life cycle of our products.



# Where I'm Coming From...Lots of PRACTICAL Heat Pump Experience

## Heat Pump Early Adopter

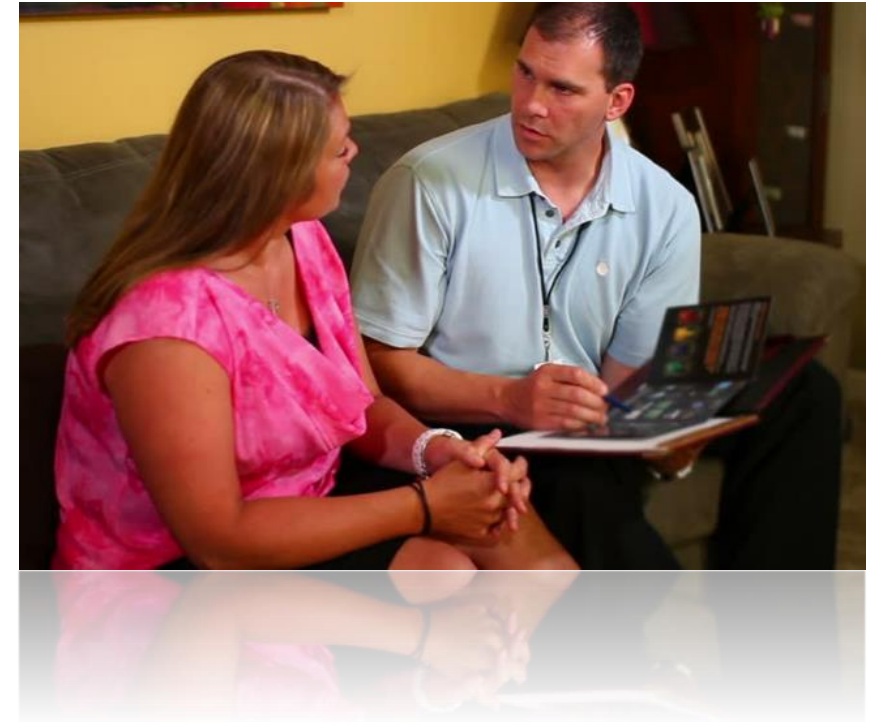
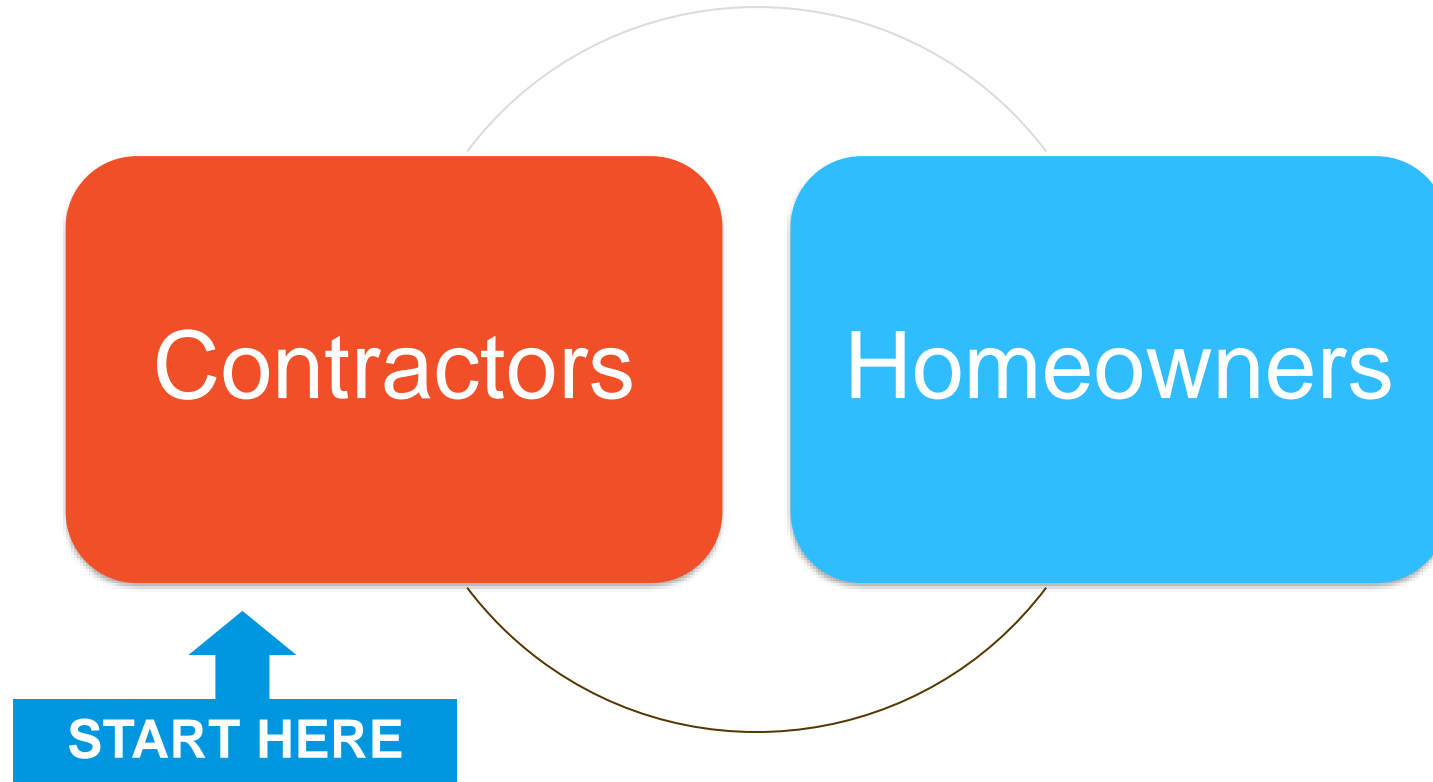
I adopted heat pumps as a contractor salesperson, starting in 2005:

- Dual fuel and all electric "central systems".
- Then inverter multi-zone systems.

In 2011, my wife Sarah and I took over The Heat Pump Store—an all ductless heat pump contracting business.



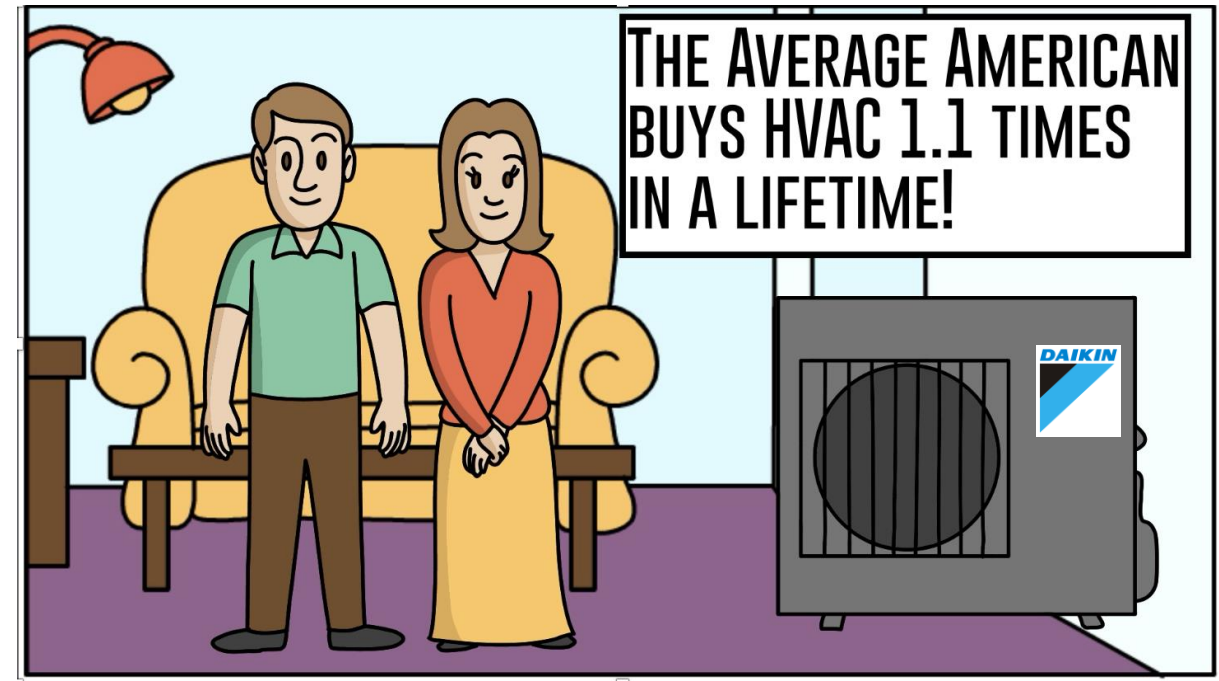
**A dependent relationship exists. It can be leveraged to drive responsible heat pump adoption.**



## Homeowners:

- Only buy HVAC when they have to (when its broken)
- Don't really want to learn
- Struggle communicate on the subject

KEY POINT



Its very difficult for homeowners to drive the technology decision, due to their lack of experience.



# A Barrier Exists Too Often a “Like-for-Like” HVAC Purchase Results

## The HVAC industry mainly sells:

- *Replacement*
- *Service*

*(New construction is an important segment; yet homeowners don't really make the HVAC buying decision here)*

## HEAT PUMPS ARE NEW TECHNOLOGY

*Therefore, selling heat pumps requires different techniques and skills.*



# How Can Contractors **PROACTIVELY** and **RESPONSIBLY** Sell Heat Pumps?

## Here is what's needed:

1. An intentional sales process designed to build homeowner trust in the salesperson.
2. It must include technical sales and design, to build trust in the offer of a heat pump.
3. A new customer orientation to living with a heat pump (because they're different!)



# What Programs Can Do

In order to get contractors to take on a responsible and proactive approach to selling heat pumps:

1. Contractors need to know “what’s in it for them”.

More Profit

More Revenue

Bigger Sales  
Commissions

Greater  
Productivity

This is an opportunity for both the E/E community and the HVAC industry to work together to socialize these compelling reasons to sell heat pumps.

2. How to install heat pumps so that they perform to their fullest potential.

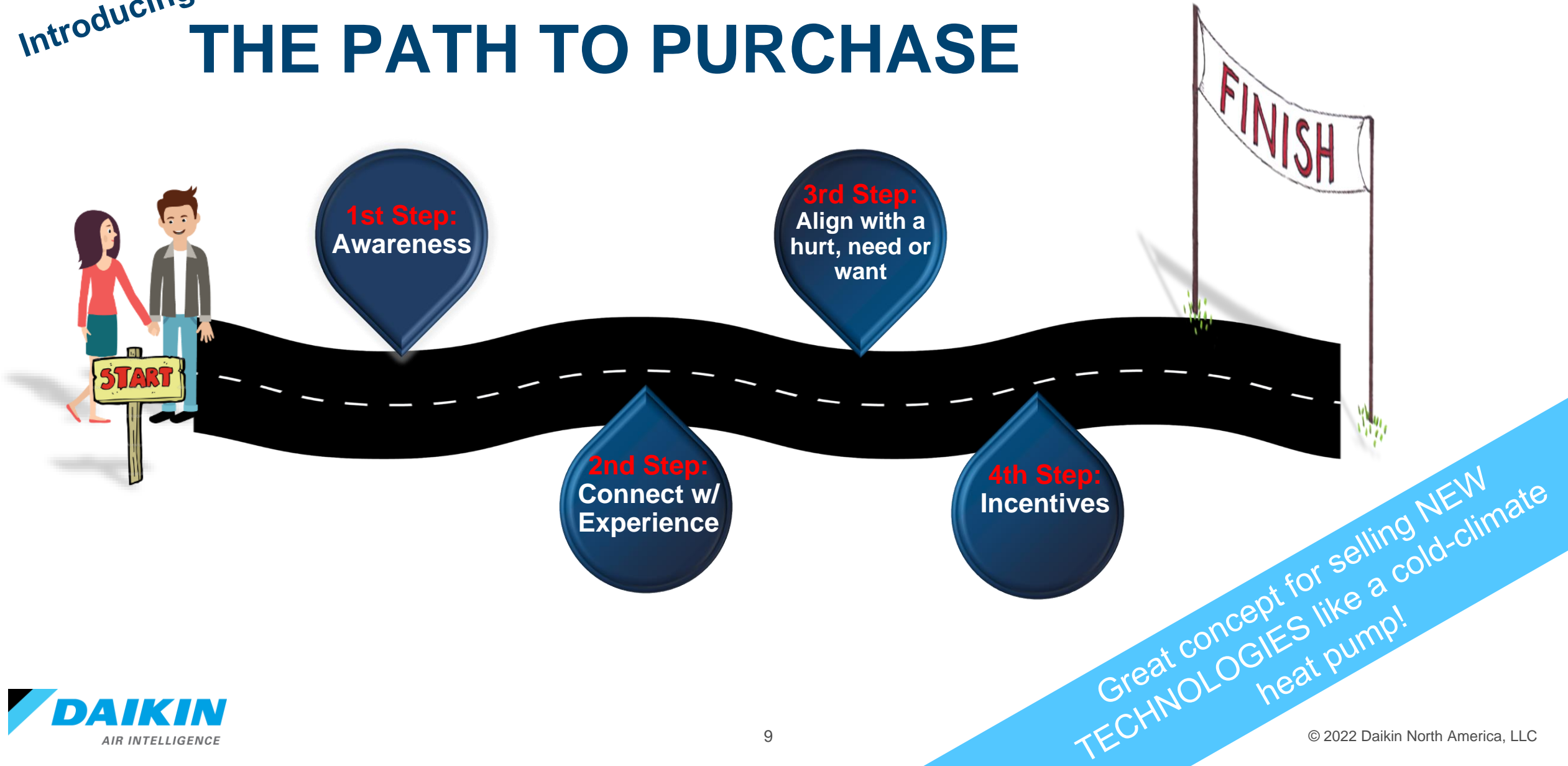
Utilities here in the Midwest can repurpose research from the Northwest and Northeast and socialize it within the HVAC industry; it would be well received!



# Contractors are the guide on the homeowner's journey

Introducing

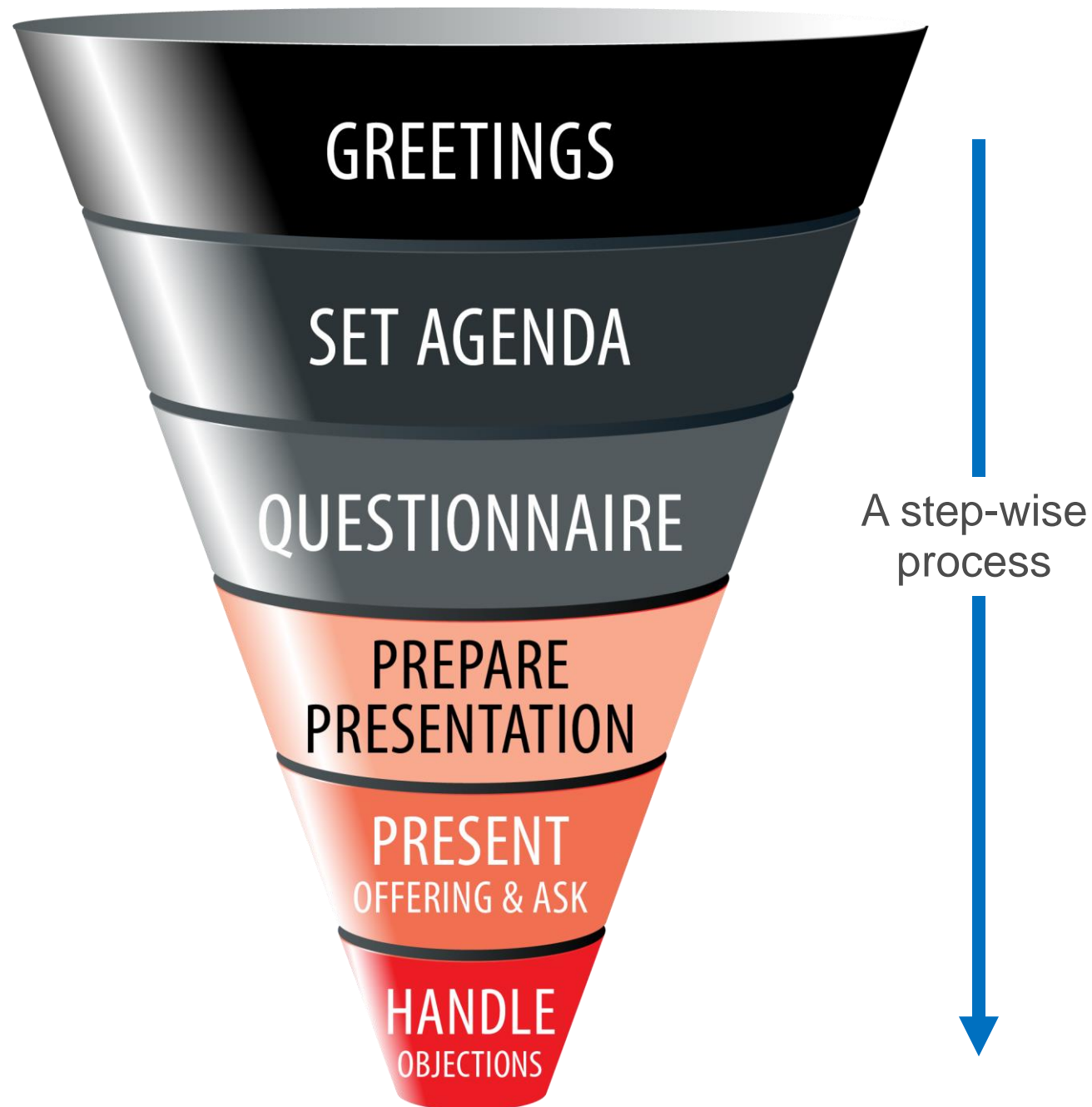
## THE PATH TO PURCHASE



# A Sales Process is Needed to Sell New Technology

Designed to:

- > Make customers feel understood
- > Provides a structure to learn about new technology
- > Increases trust new technology
- > Appropriately presents utility incentives



## 1 Start with Contractors

Contractors

START HERE

Homeowners

PROMOTE HERE  
LATER

## 2 Work with HVAC Industry to socialize “What’s In It For Me”

## 3 Work with HVAC Industry to ready contractors:

- To sell new technology (heat pumps).
- Install reliably in cold-climates
- Orient homeowners to their new heat pump.

# THANK YOU!

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**Jonathan Moscatello**

*Utility Relations Manager*

Jonathan.Moscatello@daikincomfort.com

Check out my great heat pump content:

