

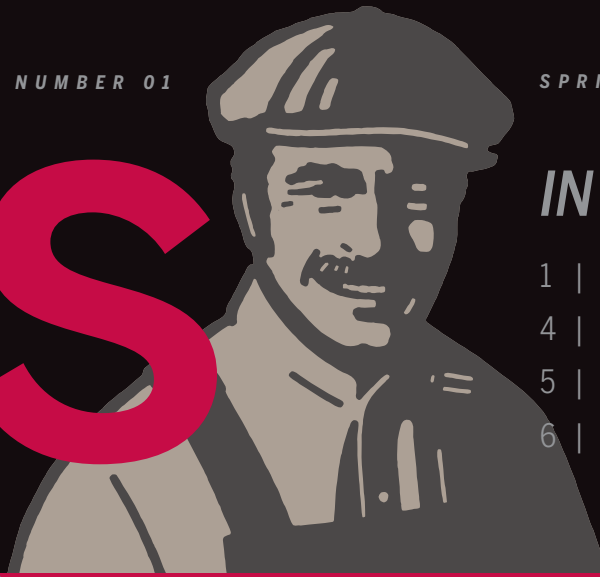
THE **LENNOX**

VOLUME 73 NUMBER 01

SPRING 2017

NEWS

THE OFFICIAL NEWSLETTER FROM LENNOX RESIDENTIAL



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JOB INTERVIEWER TIPS FOR SUCCESS

When you're the one conducting the interview,
be sure to ask the right questions | PAGE 2





WELCOME

NEW BEGINNINGS

This issue of The Lennox News is all about improvement, which is a good theme for spring. I hope these stories will help your company put its best foot forward and bring top people onboard.

I like our cover story on page 2, which deals with dos and don'ts at a job interview — when you're the one conducting the interview. Have you ever thought about what you need to do when trying to find that next great team member? Victoria Richardson, manager of sales and marketing at HVAC Learning Solutions, details how to hire the best candidate. Richardson also adds her input on page 5, examining how to make the new team member feel welcome.

We also look at ways to clear the air — of allergens. On page 4, with input from Lennox International Product Management Director Sweta Hari, we learn ways to help your customers improve indoor air quality and save money. Also: tips to go green and up your company's technology game.

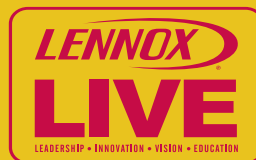
The theme of improvement is prevalent in this issue, including our back-cover story about a 19th-century historic home in Wisconsin outfitted by Kettle Moraine Heating & Air Conditioning. With a brand-new HVAC system, this 15,000-square-foot abode gives Kettle Moraine owner and Lennox Premier Dealer Bill Brink something to be proud of.



Gary Bedard
Vice President and General Manager
Lennox Residential



HAVE A QUESTION?
Send it to us at
lennoxnews@dcustom.com



GEAR UP FOR LENNOX LIVE!



This year's Lennox LIVE will be bigger and better than ever, featuring two full days of networking and learning, including a message from former NBA player Walter Bond and concluding with Lennox' first-ever Fire and Ice party, a casual wrap-up event allowing attendees to cement the connections they've made over the last two days through food, drink, dancing, and fellowship. Mark your calendars for this can't-miss event.

LOCATION	DATE	DISTRICTS
Las Vegas Mandalay Bay	March 1–3	Denver Los Angeles Phoenix Portland Western Canada Sacramento Salt Lake City Minneapolis Milwaukee
Dallas Hilton Anatole	March 9–11	Chicago Dallas Des Moines Kansas City Oklahoma City St. Louis Houston San Antonio
Orlando Walt Disney World Dolphin Hotel	March 16–19	Miami Orlando New Orleans Atlanta Charlotte Nashville Eastern Canada Toronto
Washington, D.C. Gaylord National Resort & Convention Center	March 22–25	Boston New York Columbus Philadelphia Pittsburgh Washington, D.C. Richmond

For more information, visit lennoxpros.com/lennoxlive17



THE NEWS

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Exclusive to Premier Dealers

Before the always-busy summer season arrives, learn how to maximize your sales impact on social media.



EARTH DAY PHOTO CONTEST

Have you or one of your employees ever snapped a stunning picture while out on a sales call? In honor of Earth Day on April 22, we want to see them. **Submit your best photos to lennoxnews@dcustom.com for a chance to win a Lennox Ogio Pursuit Backpack** from DaveStore and to also be featured in the summer issue of The Lennox News.

APRIL FOOLS' FUN

Watch your back — April Fools' Day is just around the corner! Keep your dealership's spirits high with these three fun and harmless pranks that can lighten the mood and boost office camaraderie.

Recalculating. Your technicians are used to getting in their trucks and heading to a call, but they may not be used to hearing a friendly British woman give them directions. Reset the voice on their GPS — just for fun.

Special delivery. Order a birthday cake and have it delivered to an employee along with a note saying they need to take the cake to your office manager immediately. Film the arrival and watch the confusion all over again before you and your employees slice into the sweet treat.

Inflated fleet. Fill your fleet with colorful balloons so when your drivers go to open the door, they get a colorful (and easy-to-clean-up) surprise!



Q&A

WITH GARY & JIM



BUSINESS

As the owner and general manager of my business, should I take my salary as an expense on the income statement or as a cash disbursement on the balance sheet?

"I'm a firm believer in paying yourself first, which means treating this as an income-statement expense. Imagine a few years down the road when you might want to hire a general manager to operate the company while you step away to do something else. Since you would have to pay wages for that position and still expect a return in terms of profit for what you had invested in the company, you should structure your profit-and-loss statement — and set your profit expectations — accordingly."

Gary Oetker is the Lennox Business Coach and is available for on-site and phone coaching with individual dealers. If you wish to ask Gary a question, please send an email to lennoxnews@dcustom.com.

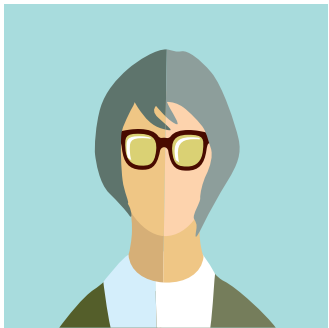
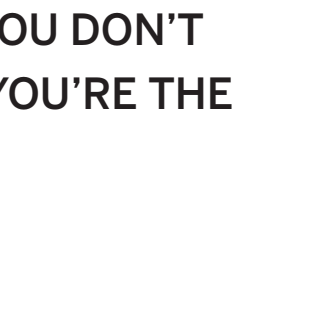
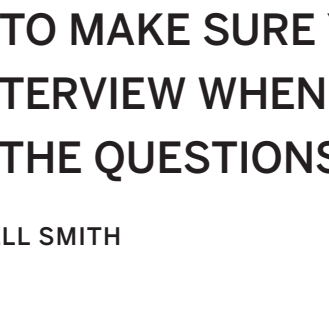
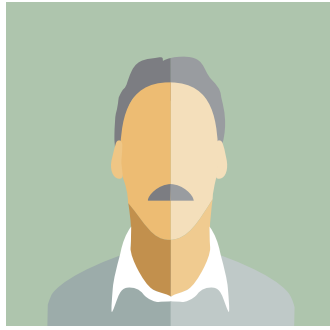
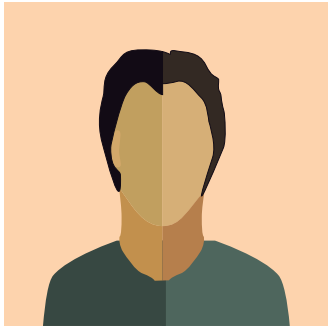


TECHNICAL

When do I call technical support?

"The Lennox technical-support team can provide assistance to customers [regarding] Lennox equipment and applications. They are not there for fundamental skills or application questions. If you need to know the required subcooling for a matched system, they can help. If you need to know how the SLP98 Cold End Header Box is mounted, they can help. If you need to calculate the capacity of an XP25-036 and a matched coil, they can help. But if you need to learn how to troubleshoot a transformer, go to LennoxPROs.com and contact HVAC Learning Solutions. The technical-support and applications department is comprised of highly skilled individuals to answer your Lennox parts, equipment, and product-related questions. When this resource is used to answer fundamental or non-Lennox-specific questions, it reduces the time they have to provide their most valuable assistance."

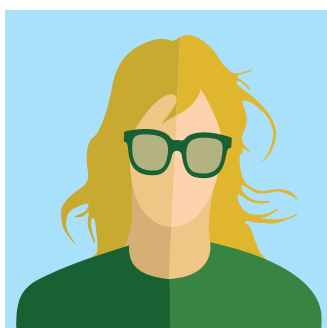
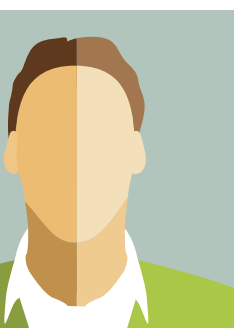
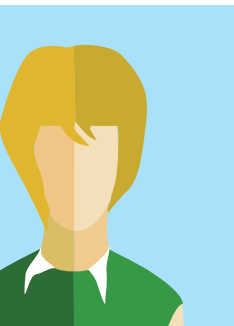
Jim Koehn is the field operations coordinator for Lennox Industries. If you wish to ask Jim a question or find out about a technical issue, please send an email to lennoxnews@dcustom.com.



JOB INTERVIEWER TIPS FOR SUCCESS

HERE'S HOW TO MAKE SURE YOU DON'T
BLOW THE INTERVIEW WHEN YOU'RE THE
ONE ASKING THE QUESTIONS

BY JENNIFER CHAPPELL SMITH



HVAC Learning Solutions offers technician and installer prehire assessments free for download at The Learning Center under My Learning on LennoxPROs.com. They'll help you determine skill levels of existing technicians who apply to work for you so you can chat about other things during the interview. Call 800-654-3283, option 2 to learn more.

Heartrate rises. Palms feel damp. You force yourself to smile. But you're not hoping to nail an interview and get a job. You're the one about to interview a candidate.

We all remember sitting in the interview chair across from a potential boss. But once you switch places, becoming the interviewer has its own level of stress. Here's a look at ways to better your skills at this essential task. After all, hiring the right employees can determine whether you and your team meet on-the-job goals. And if that doesn't stress you out, it should!



Don't wait until the last minute for interview prep. There's nothing worse than winging an interview by using a résumé as a cheat sheet:

"Sooo," you say, glancing down, searching for a detail to inquire about. It's obvious you haven't prepared. "Interviewees are not the only ones who should prepare," says Victoria Richardson, manager of sales and marketing for HVAC Learning Solutions. Review the applicant's résumé and credentials ahead of time and write a list of questions that cover the role's specifics along with universal topics, such as why the candidate wants to work in this field.



Do learn how much candidates have researched your company.

Ask them to pitch your company to you as if you were a first-time buyer, recommends Richardson. You'll see what they know about your company and how well they'll represent your brand. "Your technicians, Comfort Advisors, and customer-support staff should all be able to describe your company with ease because they are all representatives of your brand," she says.



Don't change up the basic questions. Sure, résumé details will spark inquiries that are unique to that specific candidate. "But the broader questions should remain uniform," Richardson says, adding that a standard list of facts you want to know is the only way to compare candidates "apples to apples."



Do listen more than you speak. Watching body language and assessing how interviewees respond requires your close attention. You can't do that if you're gabbing away about your role, your work history, and the company. While you should share such information and answer candidates' questions, Richardson says that the bulk of the interview should involve the interviewee answering yours.



Don't go it alone. Involving other key staffers invites multiple perspectives. "The way a candidate interacts with others, especially your support staff, says a lot about their character because it demonstrates how they interact with people at all levels," Richardson says.



Do look beyond skills. Richardson says that a good attitude and teachable spirit should count for a lot. "Skilled HVAC labor is becoming harder and harder to find. A positive attitude and the desire to learn are qualities that can't be taught, so look for these traits when hiring and know that Lennox offers training programs to help you onboard [new employees] quickly."

Completing a thorough interview requires a little bit of diligence and prep work, but making the right hire will pay off long into the future.

CLEARING THE AIR

OFFER YOUR CUSTOMERS **BETTER INDOOR AIR QUALITY** AND FREEDOM FROM ALLERGENS FOR BETTER LIVING THIS SUMMER AND BEYOND

BY CASEY KELLY-BARTON

Summer isn't just the busy season for cooling work. It's also pollen season, so your customers may be seeking ways to beat allergies as well as the heat. That gives your technicians and Comfort Advisors an opportunity for additional sales.

"Studies have shown that comfort and indoor air quality are among the top three concerns of consumers, especially consumers who suffer from allergies," says Sweta Hari, product management director at Lennox International. "About 40% of kids and 30% of adults have some kind of allergy related to outdoor air conditions."

With new technologies from Lennox Industries, you can offer your customers better IAQ and convenience that no other manufacturer can match, for better living this summer and beyond.

Help Your Customers Clear the Air

The higher the local pollen count, the more frequently indoor air needs to be filtered to remove particles that waft in through open doors, window screens, and small gaps in the structure. Filters that screen out and neutralize pollen grains, volatile organic compounds, pet dander, and germs help everyone in the home breathe more easily.

Save Time and Hassles ...

Many homeowners try to fight allergies with air purifiers in each bedroom and living area. These appliances must be turned on and off manually, and they require frequent filter changes. In contrast, a whole-home purification system delivers automatic air cleaning, cleaner air, and once-a-year filter changes.

To make life even easier, soon busy homeowners who own an Amazon Echo can use Amazon's Alexa Smart Home voice controls to adjust their iComfort® thermostat settings without interrupting what they're doing, whether that's cooking dinner, running on the treadmill, or watching TV.

CLEANER AIR, COOLER TECHNOLOGY

These products can help your customers breathe easier and save time and money.

Allergen Defender™

The Allergen Defender™ function in the iComfort® S30 smart thermostat turns the system fan off or on to move indoor air through the filter based on pollen readings in your zip code. Higher pollen counts prompt more run time for more filtration. The iComfort® E30 that launches this summer will also include Allergen Defender™.

iComfort® S30 Ultra Smart Thermostat

The iComfort® S30 ultra smart thermostat works with premium Lennox iComfort® Enabled equipment to provide Allergen Defender™, GPS-enabled Smart Away energy-efficiency controls, humidity controls, and much more for optimal home comfort.



iComfort® E30 Smart Thermostat

The new iComfort® E30 smart thermostat will offer Allergen Defender™ and other comfort features to customers who have standard Lennox equipment or non-Lennox equipment.

Alexa Smart Home Integration

This new feature debuts this summer for the iComfort® S30 and the iComfort® E30 smart thermostats. Homeowners can set up temperature voice controls by wirelessly connecting their iComfort® smart thermostat to their Amazon Echo unit.

PureAir™ Air Purification System

The PureAir™ system has features that single-room purifiers can't match. Its hospital-grade, MERV 16-rated filtration includes photocatalytic oxidation to remove ozone, particles, germs, and odors from the entire home's indoor air, including 99.9% of pollen and pet dander.



... and Save Money and Energy

Single-room air purifiers can cost more than \$100 apiece, and that's not including the added cost of monthly filter replacements. In a large home, a whole-house purifier that offers hospital-grade filtration can be a lower-cost, more energy-efficient alternative.

Your IAQ knowledge and Lennox' family of solutions can make your customers more

comfortable and help you earn their loyalty. By helping your customers to breathe easier, you'll not only give them a superior air-quality experience, you'll also be helping cement their loyalty for years to come. Learn more about IAQ solutions from your Lennox Territory Manager, and for more information on these products and others, visit LennoxPROs.com



Want more info on smart hiring practices? Visit the HVAC Learning Solutions blog at lennoxpros.com/hvac-training

OPTIMIZE YOUR ONBOARDING PROCESS

SIX TIPS FOR SETTING UP NEW HIRES FOR SUCCESS

BY JENNIFER CHAPPELL SMITH

Onboarding matters. One study by UrbanBound, a company specializing in relocation-management software, found that organizations that have a standard onboarding process enjoy 50% greater new-hire retention and, what's more, 54% greater new-hire productivity. That's why Victoria Richardson, manager of sales and marketing at HVAC Learning Solutions, advocates for making sure new hires get comfortable fast. She offers these steps that can lead to success for your new hires — and for you.

Step 1: Set up lunch or breakfast with coworkers on day one to give a warm welcome.

Step 2: Ask team members to share one tip for success in the new role or at the company.

Step 3: Take advantage of the Technical Needs Assessment tool in The Learning Center on LennoxPROs.com, which is free for all Lennox dealers. It lets you and your technicians know what specific training they need to enhance their skills.

Step 4: Where you see knowledge gaps, provide training to help ensure that you're sending out knowledgeable techs who solve problems the first time. "Callbacks are expensive and can damage your company's reputation," Richardson says.

Step 5: Schedule regular check-ins during the first 90 to 120 days. "Employees want to feel like they are more than a number and that their employers care about them and their careers," Richardson says.

Step 6: Offer formal and informal training, from providing trade magazines like ACHR's The NEWS to making e-learning available to all your employees so they improve their skills between calls. All they need is a [LennoxPROs](http://LennoxPROs.com) account and they can access many online training classes for free.

This step-by-step guide can help, but in the end, successful onboarding is about getting to know your new hires so you can understand what they need to find success.

For more training tips from the HVAC Learning Solutions team, visit lennoxpros.com/hvac-training or call 800-654-3283, option 2.



COMFORT IN A CASTLE

THIS LENNOX PREMIER DEALER DESIGNED AND INSTALLED AN EFFICIENT HVAC SYSTEM FOR A 15,000-SQUARE-FOOT MANSION MADE TO RESEMBLE A EUROPEAN CASTLE

BY JENNIFER CHAPPELL SMITH

Cruising by on Oconomowoc Lake in southeastern Wisconsin, you'd definitely notice a very distinctive private residence at the water's edge. But you'd never see its rooftop's 72 solar panels, which are hidden by the parapets on the facade of this landmark. That's lucky for the homeowner, because a Village of Oconomowoc Lake ordinance prohibits solar panels if they're visible from the lake.

Since the panels are incognito, area Lennox Premier Dealer Kettle Moraine Heating & Air Conditioning was able to install the solar panels designed to work with the brand-new Lennox systems and appliances used throughout the house. Now the owner — who bought the 10,000-square-foot historic home and updated the property with a 5,000-square-foot addition with help from Kettle Moraine — is saving a whopping \$3,000 in electricity costs per year thanks to solar energy. And they're pleased with the whole HVAC overhaul and new installation.

"They absolutely love it," says Bill Brink, owner of Kettle Moraine, a business started by his dad that he now operates. Since he grew up working at the business, Brink had the expertise to design the HVAC project; and he helped with about one-quarter of the actual installation himself, laboring beside two experienced technicians and a handful of other workers. "It required those of us with the most experience," Brink says. "Everything was so unique, and the homeowners wanted everything perfect."

With meticulous planning, the home's new addition matches the original structure, which was built in the 1800s to resemble the castle that a family

had left behind in Europe when they moved to the U.S. The modern-day buyers cared about the details of their renovation, even matching the grout color in the original structure's masonry for the new addition. And they cared about the HVAC-related products they purchased:

- » Nine Lennox SLP98 furnaces
- » Nine Lennox SL18XC1 air conditioners
- » Two natural-gas modulating boilers used to heat the floors
- » One wine-room chiller

"The majority of those systems are zone systems, and there are multiple thermostats," Brink explains, adding that everything links to the convenient Lennox iComfort® system.

The guesthouse on the property required two more air conditioners and two more furnaces, as well. "The homeowners chose Lennox products because I have so much passion for them, and I told them they were the right choice," Brink says. The exacting owners longed to live in an historic home that is also energy-efficient. Lennox delivered.



Bill Brink of Kettle Moraine Heating & Air Conditioning let us know about this interesting "castle" project. Do you have an installation you'd like to share with us? Email us at lennoxnews@dcustom.com.