

## Up To Date

### 2012 Dealer Programs

Registration for the 2012 dealer programs is now available online. Go to [www.SiglerCarrier.com](http://www.SiglerCarrier.com) and click on "Enroll Now."

### Cool Cash Promotion

Comfort Dealer Plus, Temperature Tough and Temperature Tough Gold Dealers may begin offering Cool Cash rebates on March 1. The program again offers rebates up to \$1100 for a complete system.

### Carrier University

Learn new business strategies to increase sales and expand your customer base. Jim Hinshaw will be teaching "We're not in Kansas Anymore" on March 1 in San Jose.

### NATE Exam

Sigler Wholesale Distributors will be hosting a NATE exam at the Concord location on Thursday, March 8.



## This Issue

Up To Date

The Four P's of Innovation

Featured Products

Technical Tips

Fernando Girardi speaking at the 2012 Dealer Meeting in San Ramon

## The Four P's of Innovation

The 2012 Sigler Wholesale Distributors dealer meeting was a huge success. The theme was "Innovation, Now More than Ever," and that message was spread throughout the day. Sales and Operations Manager, Jon Malkovich, introduced four areas where Sigler plans to innovate in 2012. It's in these areas where Sigler can help dealers grow and meet their goals in 2012.

### Products

Carrier is known as the technological leader in the industry. A redesigned Infinity Series condensing unit and new 90% furnace platform closed out 2011, but more furnace models will be available in the coming months. Plus, the color touch screen Infinity Control will be available this Spring along with a Carrier branded Dry R-22 unit. Dealers can use these innovative products to sell more and sell up.

### Processes

Sigler Wholesale Distributors will continue to innovate in the area of customer service. With three major facility upgrades in 2011 which allow for large inventories of supply products, the focus now turns to other technological

improvements. This includes better methods of communication to dealers including video training.

### Programs

Several new programs were introduced at the dealer meeting, including My Home Energy Experts. This program guides Factory Authorized Dealers who want to compete in the whole home performance industry. Also announced were uCreate postcards, Who's Calling phone number tracking and a dealer focused search engine marketing campaign. The site will be an easy way for Temperature Tough Gold dealers to get online leads without making a huge investment. All of these programs will help dealers get the phone to ring and increase their close ratio.

### People

The most important resource for any distributor is the people. Sigler is hiring new team members and investing time and resources to ensure that both the new employees and the seasoned veterans are well trained. When dealers need a partner they can trust and depend on, they should go to the team at Sigler Wholesale Distributors.

# Sigler

Wholesale Distributors

THE PRODUCTS YOU NEED  
THE VALUE YOU DESERVE

## Concord

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## Technical Support

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## Marketing

Sabrina Sahota x8514

## Credit

Debbie Russitano x8418

## Featured Products

### Shoemaker Diffusers, Registers and Grilles



Sigler Wholesale Distributors is proud to carry the Shoemaker brand of residential and commercial diffusers, registers and grilles. With hundreds of products in stock, we have what you need for the job.

Now is also a great time to stock up because your Shoemaker purchases will earn you an entry into the Shoemaker raffle. Every time you purchase \$50 in Shoemaker products, you will receive an entry into a drawing to win an Apple iPad®, and Apple iPod® or a \$50 dinner gift card. Purchases through March 31, 2012 are eligible, and the more you buy, the higher your chances to win!



Ask for more details and an entry form.

### Infinity Gas Furnace

Temperature Tough and Comfort Dealers are able to purchase Carrier's premier line of Infinity products from Sigler Wholesale Distributors. This includes the 59MN7 featuring a gas valve which can modulate up and down within the same cycle at 1% increments between 40% and 100%.



If the ultimate in temperature control isn't impressive enough, it's also the...

#### Most Efficient Furnace You Can Buy

58MN7A060V21-20  
98.5% AFUE

#### Quietest Gas Furnace Ever Manufactured by Carrier Corporation

59MN7A060V17-14  
38.4 dB

Use these selling points with your homeowners who want the best!

## Technical Tips

### Q: What is the best way to troubleshoot an ECM motor?

In our last issue, we discussed how fine point meter probe tips can help you accurately test circuits with small plug connectors. But what about the control circuit for an ECM motor?

ECM motors have both line voltage and control voltage plug connections. Depending on the unit, there may be up to three plug connections from the board to the motor, each requiring inspection and testing if the system indicates that a motor problem exists.

To reduce your time troubleshooting variable speed inducer and/or variable speed blower motors, Carrier offers an ECM motor simulator.

The simulator, KGASD0301FMS, is designed to assist the service technician by utilizing the furnace component self test function.

The connector plugs from the motor are removed and attached to the simulator. The furnace is then run through the self test function. If the fault code indicating a motor problem returns during self test, the technician can focus on the wiring harness or circuit board issues. If the fault code does not return during the self test, the technician can instead proceed to the variable speed motor testing. The tool works on Carrier variable speed furnace blower and inducer motors.