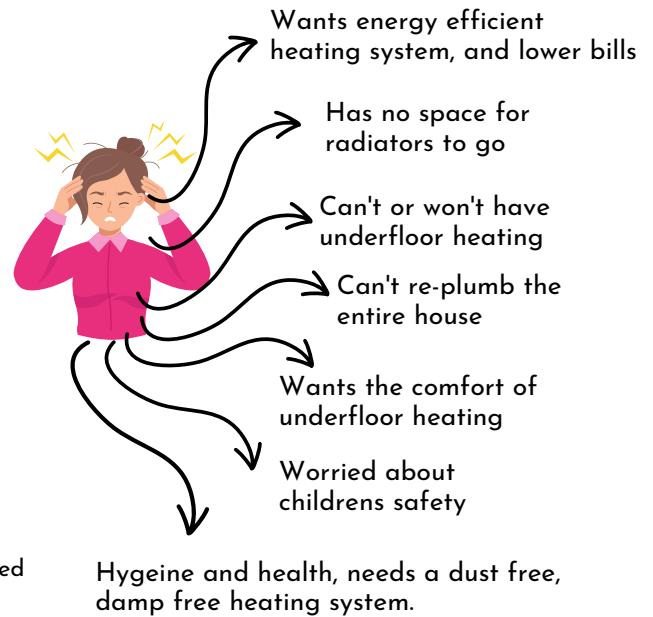


# ThermaSkirt™ - Sales Cheat Sheet

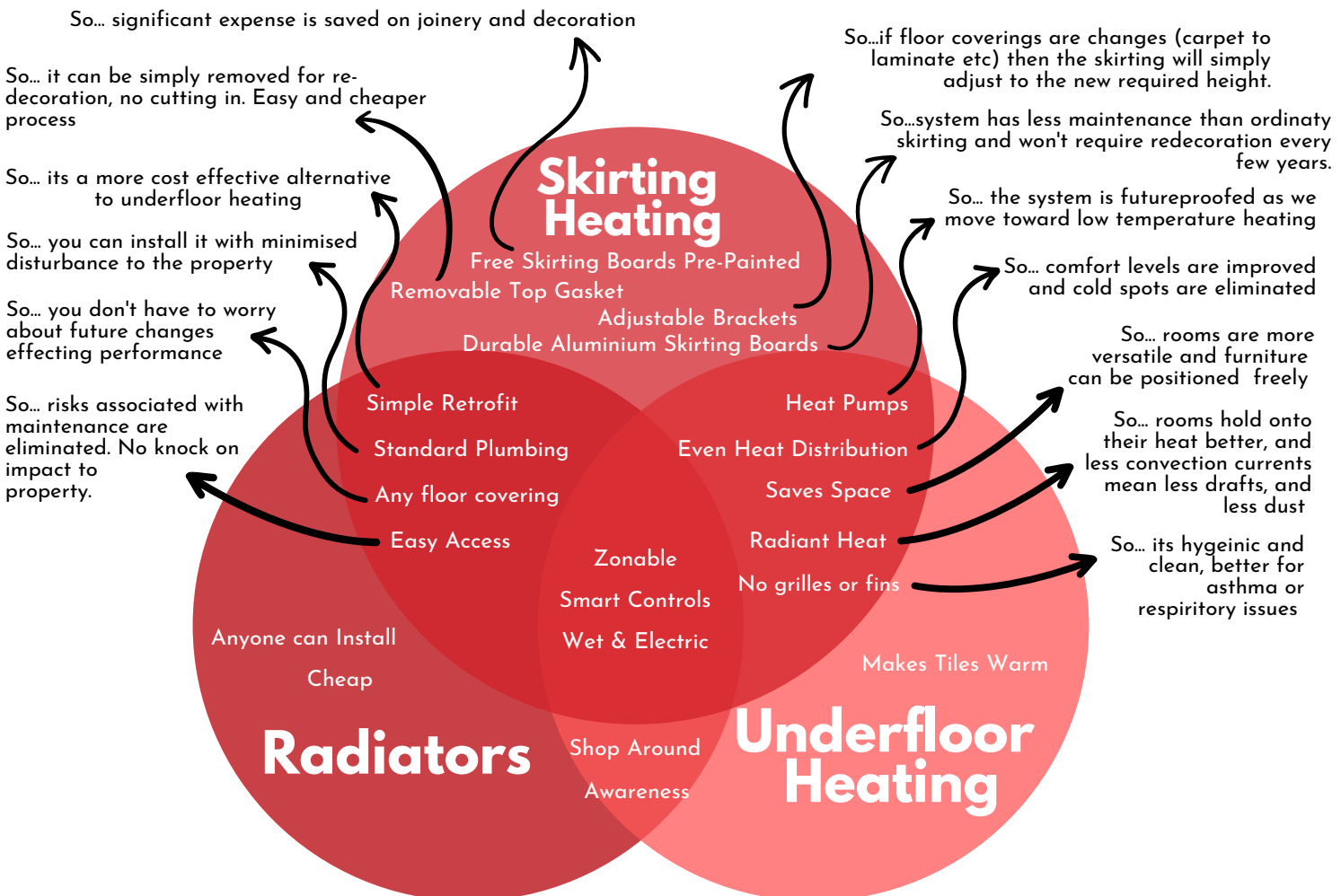
## Get to know us

- 2006 Martin, developing property in Manchester, has the idea for ThermaSkirt as he had a problem with space and performance in his own properties
- 2007 Product developed and tested, and performance data was surprisingly impressive. Tooling begins.
- 2008 DiscreteHeat appear on Dragon's Den to pitch the product, and get turned away dignity intact.
- 2009 Dragons Den On Tour visit the factory, and James Caan makes an offer of £250k for 40%. Martin said 'I'm out'. Business was taking off.
- 2010-2020 Over the next 10 years we installed nearly 50,000 ThermaSkirt systems across the UK and abroad. Winning the Most Innovative Product at the National Heat Pump Awards in 2012.
- 2015-2022 Contracts Awarded with NHS, Butlins, Barratt Homes, various care home companies, student accommodation. Is now being exported internationally, and ThermaSkirt is now being touted as the most versatile heating system on the market.
- Present Despite growth, ThermaSkirt continues to be manufactured and distributed in the UK. Martin still heavily involved in the business, improving products, and inventing new ones all the time... ThermaCurve. 65,000 Systems and counting.

## Find the Pain



## Comparisons- A feature without a benefit is worthless



# Common Objections

Objection	Early Conversion (Emotion)	At close (Logic)
Price	Price expectations should be set early, and a wide ranging high estimation should be provided ahead of the real quote which should then be a pleasant surprise.	Comparisons should be drawn to designer radiators, with skirting costs factored in. Rooms can be removed in lieu of cheaper alternative to get a balance between benefit and cost.
Product Quality/ Perceived Risk	Refer to reviews, and brilliant feedback across the internet. Reference client list to ensure they understand we are well accepted already	Refer to test data, and independent testing bodies who have evaluated both the product performance and quality of manufacture
Worried About Leaks	ThermaSkirts patented fittings are one of the most reliable push fit systems on the market for 2 reasons. 1) You can visually see when the connection is made, most alternatives are blind fittings, ...that eliminates the risk of blow offs.	2) Double O-Ring seal means you have two barriers instead of one halving the risk of damaged/ faulty product. 3) Fittings make a seal in the INSIDE of the pipe and not the OUTSIDE eliminating the risk of weeps, due to scored/scratched pipe.
Concerned About Installation	Offer up 3 primary options to have ThermaSkirt installation completed. Their plumber/builder with training. A registered installer who is trained in their area. Or a full supply and fit package from DH to give peace of mind	Relay that no matter who installs the system the manufactured warranty of 10year (wet), 5 Years (Electric) covers the product irrespective of who installed it. In addition should anything need to be rectified its all above ground and accessible unlike UFH.