



# How to Sell Power Products

## ***Why Power Quality Devices Shouldn't Be Considered an Add-on***

*By: Joe Piccirilli, Managing Director and CEO of RoseWater Energy Group*

*Editor's Note: RoseWater Energy offers the highest priced power quality and energy management device available on the market. We asked Joe Piccirilli, managing director and founder, to share his experiences selling a premium power product in a channel that often relegates the product category to an afterthought in a project proposal. He believes integrators should be selling power management products.*

### ***RoseWater's HUB***

As I travel around the country, I have found that, in general, dealers speak to clients about UPS and power conditioning products at the end of the sales process—essentially relegating it to something you should have to go along with your equipment. To them, it's not a necessity, but a nice extra. There is no pre-qualifying for the client and no real explanation of the benefits of owning such equipment. The result is predictable. The client rarely receives the highest quality equipment because he or she has been given no reason to spend more.

As we are adding more microprocessors to each home, power quality is diminishing. The more microprocessors, the more catastrophic the consequences created by poor and unreliable power. This ultimately affects the enjoyment that our clients receive from their equipment.

Power quality and its consequences should be introduced in the consultation portion of the client meeting; in sales jargon it is referred to as qualification. The way I introduce it is, "I am going to ask you a few questions about the power quality in your home. The reason for these questions is that, in our experience, the power quality is as important to the enjoyment, performance, and longevity of your equipment as the equipment itself." I would then ask them the following questions.

- Have you ever noticed their lights dimming?
- Have you ever noticed a momentary interruption of power?
- Do you use a UPS for their computer?
- Do you have issues with their network going down?
- Are there lighting strikes in your area?
- Do you have any power outages that last more than a couple of minutes?

This is not meant to be a complete list of possible questions, but enough to give you an idea of the direction you should take.



During the presentation of the equipment, you can take the time to talk about the power quality equipment that you included in the package to overcome the problems that you discussed during the initial consultation.

By setting up power quality equipment in this manner, you have put them in an informed opt-out position. You have cast doubt on the professionalism of any other company that does not ask them about power quality. An added benefit is that the client can no longer blame you for problems created by poor power quality. They were forewarned.

### **[SIDEBAR] It's Probably Not Faulty Gear... It's the Power**

As RoseWater Energy Group's Joe Piccirilli explains it in his article, power quality affects the performance, longevity, and reliability of audio equipment, video equipment, security products, automation products, communication products, and anything else that uses micro-processors. Unfortunately, an aging infrastructure, the difficulty in building new power plants, and the trend in many areas to replace structures that were once small with very large homes or apartment buildings have led to a decline in power quality available to these vulnerable products.

RoseWater believes that power quality and energy management should be done at the panel level. "We currently offer two products, the HUB 20 and the SB20," Piccirilli said. "Both the HUB 20 and the SB 20 will back up a 200-amp panel while providing power conditioning, surge suppression, renewable energy integration, and large-scale battery back-up. Both products are built to military and industrial standards. In addition, the HUB 20 adds the ability to sell energy back to the grid. We are confident that they are the best products available today."

View the article in *Residential Systems Magazine* here:

<https://www.residentialsystems.com/features/how-to-sell-power-products>

Best Regards,



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