

# the right news™

**HRAI**  
TECHNICAL  
PARTNER

**Wrightsoft  
Corporation  
Spring 2005**

**ACCA**  
TECHNICAL  
PARTNER

## TABLE OF CONTENTS

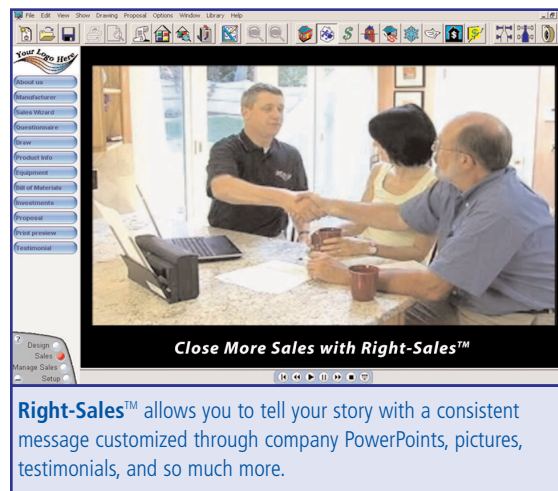
RIGHT-SALES™ TOOLS FOR SUCCESS	1
2ND CONSECUTIVE AHR AWARD	1
DESIGN DRIVEN SUCCESS	2
UPCOMING TRAININGS	2
BILL'S TECHNOLOGY CORNER	3
EXCLUSIVE PARTNERSHIP	3
TRADE SHOW SCHEDULE	4
RIGHT-SALES PRICING	4

## RIGHT-SALES™ GIVES BUSINESS OWNERS TOOLS FOR SUCCESS

A powerful automated sales tool for HVAC business owners, Right-Sales™ automates the entire HVAC sales process, from the sales lead to a signed proposal, enabling business owners to present a consistent front to customers and grow the bottom line.

Especially in the replacement market, today's HVAC business owners face the challenge of training their growing sales force to communicate effectively and consistently with customers.

Wrightsoft's Right-Sales™ package makes it easy for sales personnel to use videos and Power Point presentations with one click. Totally integrated with Wrightsoft's award-winning drag and drop HVAC loads program, in-home sales can now take advantage of a simple and easy-to-learn sales system.



As businesses grow larger, owners struggle to maintain control over their company's message and sales process. "Our customers have been asking for a solution that will help them increase sales and grow their business by telling their company story in a consistent way," said Chris

*(Continued on page 4)*

## WRIGHTSOFT WINS THE AHR EXPO INNOVATION AWARD FOR THE 2ND CONSECUTIVE YEAR

Wrightsoft announces its 2<sup>nd</sup> consecutive win of the prestigious AHR Expo Innovation Award. On the forefront of technology and performance, Wrightsoft continues to be acknowledged for providing the latest innovative software to the HVAC industry. This year's winning module, Right-Radiant Plus™, was selected by a panel of six ASHRAE appointed judges, based on their knowledge and experience in the HVAC industry. They recognized Right-Radiant Plus™ for its unique and innovative ability to produce an automatic loop drawing coupled with calculations, in a single application. This integrated program acts as a "live model," simultaneously and instantly updating the radiant loop drawing and calculations based on any changes made within the program.



*(Continued on page 3)*

the NEWS | 2004  
**DEALER  
DESIGN  
AWARDS**



**Wrightsoft offers a wide range of trainings as well as a 30-day money back guarantee and free unlimited technical support!**

**wrightsoft™**

THE LEADER IN HVAC  
DESIGN AND SALES SOFTWARE

## UPCOMING TRAININGS

- (RSR) Apr. 5-6, 2005  
Golden Valley, MN
- (RSR) Apr. 21-22, 2005  
Westwood, MA
- (RSR) Apr. 26-27, 2005  
Chester, VA
- (RSR) May 11-12, 2005  
Louisville, KY

Find out why Wrightsoft's Training continuously gets rave reviews. To reserve a seat or to sponsor a training call sales at 800-225-8697.

## TRAINING OPTIONS

- (RSR) Right-Suite Residential  
2-day full overview
- (RSR) Right-Suite Residential  
1-day for advanced users
- (RSC) Right-Suite Commercial  
1-day full overview
- Right-Suite In-Home Selling  
1-day overview on increasing  
your sales and profits



## DESIGN DRIVEN SUCCESS



For the past 6 years, and with roughly 3,000 systems designed to date, Neal McColl continues to be a success as a HVAC Designer. Choosing to start his own business, Neal knew that he needed to find an efficient way to save time while producing CAD-quality, professional designs and sales proposals. Now working under the heading McColl's Residential HVAC Design, Neal selected a software system to assist in streamlining his design and sales process.

Familiar with Wrightsoft's products, Neal purchased a complete Right-Suite Residential package, at the time 9 modules, when he began his own business, two years ago. "I have more work than I can handle and Wrightsoft has helped me to achieve this, because of the program's detailed reports and accuracy of design, especially when doing radiant and duct work," stated Neal. "I use the product for every design."

**"My sales have increased 50%- 70%, from the day I started my own business. As far as sales go, in design, I've stopped advertising."**

Primarily focused in the Residential New Construction market, some of Neal's projects have even extended to locations worldwide, including Germany, Australia and provinces in Canada. "This was really a great opportunity for me, and it came about because homeowners wanted a mirror image of the same style house that they currently own, just in a different geographical area. Wrightsoft is essential in this process because I can choose the weather data for the particular area and start the design."

Even if the situation is a matter of changing the orientation of the building, this can easily be done with Wrightsoft's products. "If the direction of the house changes, from North to West exposure, manual calculations take too long to redo and the risk of error is extremely high." Neal further explains, "with Right-Suite, this can be recalculated instantly and accurately at the click of a button. It's amazing, there's no other software out there that does this!"

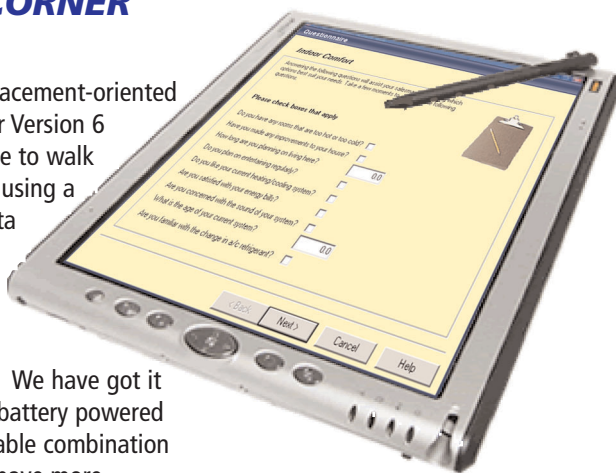
Every job tends to be different, and while software can play a major role, there needs to be a thought process behind the actual design. "Initially, I like to meet with the homeowner or the architect and discuss their specific needs. Right-Suite makes it easy to explain heat gain/loss in different areas of the house and how this will affect the size of the equipment, its location, along with the location of the ducts." Neal continued, "It also plays a key role with the architects. In most cases a change has been made on-site and not on the architectural plan. Therefore the change hasn't filtered down to me yet. Bringing my laptop with the actual design loaded to the location helps us to make sure everything has been considered, such as the wall structure, the R-values, windows, etc. I can check it all piece by piece, make any changes, watch the calculations update instantly and then print out a detailed report right there on the spot."

"It's all right there in one package; its really great and building inspectors love it!" And that seems to be an industry trend, building inspectors are becoming more aware of the importance of including heat loss, heat gains and duct design calculated correctly. Neal explains, "inspectors are starting to realize that a design can't just be done on site. For example, it must have proper calculations, the temperature on the furnace needs to be calculated correctly, ducts and equipment must be proportional to the house and sized correctly for heating and cooling, etc. In fact, building inspectors are realizing that there is software out there that can do all of this, and Wrightsoft fits the bill. It's a very powerful tool and I recommend it to anyone."



## BILL'S TECHNOLOGY CORNER

Tablet PC's continue to entrance our replacement-oriented customers who want In-Home Sales. Our Version 6 along with Right-Sales™ makes it possible to walk around a house and sketch the footprint using a tablet pc, and to also show customer Data Sheets and Power Points just by tapping the screen. We've been testing a pure tablet (not a laptop) with a 12" screen that looks promising (Motion Computing M1400), with a 1.1 Ghz Mobile Pentium. We have got it set up to use a wireless connection to a battery powered printer. It's a pretty lightweight and useable combination for printing out a filled-in proposal. We have more evaluation to do, but if you're interested, drop me a note [bwright@wrightsoft.com](mailto:bwright@wrightsoft.com) and I'll draft up a report in another month or so.



*Bill Wright*

Wrightsoft wins....(Continued from page 1)

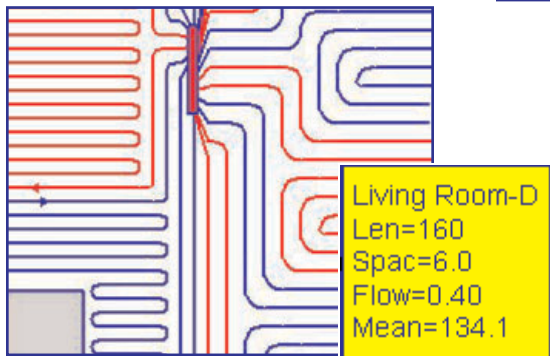
AHR Expo President, Clay Stevens stated, "The purpose of offering this special recognition is to encourage the development of creative and useful HVACR products, and we are proud to recognize Wrightsoft's superior achievement in this regard."

"Right-Radiant Plus™ allows the contractor to create a higher quality design, easier, faster, and more accurate than in the past," stated Bill Wright, Wrightsoft's President. "This represents a major advance for the HVAC professional. Right-Radiant Plus™ will allow contractors to vastly reduce drawing time, produce accurate CAD-quality loop designs complete with an automatically



**Above:** Bill Wright provides a product demo to Guillermo Montemayor of Proveeda Termic Del Norte S, Monterrey Mexico at this year's AHR trade show.

**Left:** Large view of award winning radiant loops and notation.



generated bill of materials and sales proposal, while eliminating the need for other products, such as AutoCAD. Ultimately, Right-Radiant Plus™ assists contractors by increasing their sales and productivity with a superior level of quality in design that cannot be afforded otherwise."



## Exclusive Partnership Benefits Dealers

Carrier Corporation has recently signed Wrightsoft as their exclusive HVAC Design and Sales Software provider. The product, *Comfort Builder by Wrightsoft*, is a unique version of the award winning Right-Suite Residential software, which includes state-of-the-art costing, load calculation, proposal generation as well as the new sales driven technology for in-home selling and sales management. *Comfort Builder* also ships complete with detailed company and product information of Carrier Corporation's respective brands, such as product data sheets, manufacturing videos, and PowerPoint slides, all designed to assist in your sales process.

"We are very pleased to have Wrightsoft as our strategic partner," commented Bill Stewart, Electronic Publishing Manager for Carrier Corporation. "Wrightsoft's new Right-Sales further establishes them as the industry leader of HVAC design and sales software. After reviewing the automation and functionality of Right-Sales, it became clear that it would be a tremendous benefit for Carrier Corporation to partner with Wrightsoft for both software and training. *Comfort Builder by Wrightsoft* is a strategic initiative that will become a cornerstone of our alliance program, having a positive impact on our corporate sales."

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Now

**Sales & Information:****(800) 225-8697****Technical Support:****(781) 862-8719, ext. 140****Fax: (781) 861-2058****www.wrightsoft.com****sales@wrightsoft.com****support@wrightsoft.com****training@wrightsoft.com**

## TRADE SHOW SCHEDULE

Stop by one of the following trade shows and witness the innovation behind Wrightsoft's awards!

**Comfortech**

Nashville Convention Ctr.

Nashville, TN

Sept. 14-17, 2005

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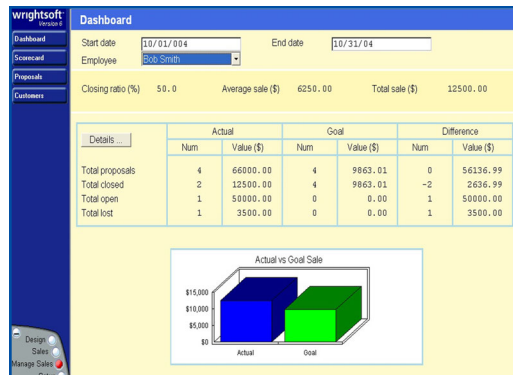
**Right-Sales™ ....(Continued from page 1)**

Edgren, Vice President of Sales for Wrightsoft. "Right-Sales™ is the answer – it enables our customers to effectively clone their sales process and quickly get new staff up to speed and out in the field with customers. Business owners can now focus on strategic decisions and business-critical management."

Right-Sales™ was designed to make replacement sales a "by-the-numbers" interaction. If combined with tablet computers or a laptop, sales personnel can one-click their way through the company's story, manufacturer videos, product information, and equipment selection, with a final proposal automatically filled in for in-home printing.

Many HVAC business owners are familiar with the integrated technology behind the other Wrightsoft modules, so Right-Sales™ is a natural addition to the software they already use to run their business. Customizable to any company's image, Right-Sales™ can use a company's logo, existing proposal designs, company Power Points, manufacturer data sheets, or other company –unique information. Through the In-Home selling feature, the software even allows companies to involve customers in the sales. Sales staff can use

the built-in customer questionnaire to create a custom solution and offer additional features based on the customer's needs.



Right-Sales™ also includes an integrated sales manager feature that helps business owners to set measurable goals for their staff, view the status of individual proposals, and adjust the sales process when necessary to meet additional demands set forth by the market. A built-in Sales Manager section provides tools for score-keeping and a sales dashboard, summarizing total sales and making it easy to drill down to individual sales or sales person.

## RIGHT-SALES™ SPECIAL PRICING!

Let Right-Sales™ present your company consistently and professionally! Contact Wrightsoft Sales at **800-225-8697**, and mention **NLRS** to take advantage of this great deal. Upgrade rates to version 6 may apply.

**Offer expires April 29, 2005**

	List Price	 You Save	Special Price
Right-Sales™	\$799	\$100	<b>\$699</b>
Upgrade Right-Proposal™ (Quote) to Right-Sales™	\$399	\$70	<b>\$329</b>
Upgrade Right-Proposal Plus™ to Right-Sales™	\$300	\$51	<b>\$249</b>

**wrightsoft™**

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