the right news™

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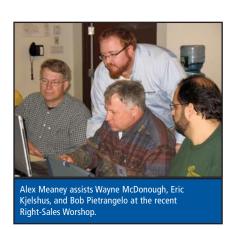the right choice

RIGHT-SUITE UNIVERSAL ADVANCES INDUSTRY

Award-Winning Program Previewed at AHR Expo

Wrightsoft is proud to have been honored with another AHR Expo Innovation Award, recently received for its revolutionary new product, Right-Suite Universal™ (RSU). Previewed at the 2007 AHR Expo in Dallas, TX in January, Right-Suite Universal combines residential and commercial calculations into one program and includes all major calculation methods now in use in North America. For the first time, HVAC system designers can use one software package for all their design and sales projects.

"Right-Suite Universal represents the culmination of 20 years of research, development and technological innovation. By creating a program that allows users to manage residential and commercial HVAC projects, and quickly and easily switch between calculation methods, we are enabling a level of efficiency that will save our customers enormous amounts of time and money," said Chris Edgren, Vice President of Sales and Marketing for Wrightsoft. "This recognition from AHR validates our efforts, and confirms that Right-Suite Universal is a true industry breakthrough that will significantly change the face of HVAC software."

NEW SALES AND PROPOSAL WORKSHOPS LAUNCHED

Alex Meaney assists Wayne McDonough, Eric Kjelshus, and Bob Pietrangelo at the recent Right-Sales Worshop.

Wrightsoft successfully launched a new series of interactive software trainings with its first sales workshop in early December, 2006 in Waltham, MA. Attended by 21 people representing 12 brands and 16 companies around the country, the workshop focused on the use of Right-Sales™ in the home and the customization of the product to meet the customer's individual business needs.
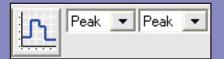
Using Right-Sales, the sales workshop enabled each attendee to:

- Incorporate their company story and customer testimonials as presentations within the program.
- Use their current sales proposal as a Right-Proposal Plus™ document, and create other alternative proposals for different types of sales.
- Generate complete bills of materials with their part numbers and pricing.
- Take advantage of the built-in, needs-based questionnaire to involve the customer during a sale to design a system based on their comfort needs.
- Use the Sales Manager to organize their sales team, establish sales goals, and track performance.
- Import their own database of parts and equipment to use them in the design, estimate, and proposal.
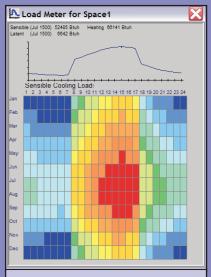
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COMMERCIAL CORNER

Did You Know?

With Right-CommLoad™ and Right-CommDraw™, you can use the **Load Meter** to view a graph and pictoral representation of the heating and cooling loads by month and time of day. The annual peak load information is also shown at the top.

To view the Load Meter, simply draw your space in the Right-CommDraw screen and select the load meter button from the top!

The Load Meter shows the change in loads throughout the day for each monthly peak. Red, orange, and yellow indicate higher loads, and blue, light blue, and green indicate lower loads.

PROFESSIONAL PROPOSALS MADE EASY

Right-Proposal Plus™ can generate a variety of proposals, including the "Good, Better, Best" proposal used by Fulkerson Services, Inc *(see page 3)*. This type of proposal can be easily made with the use of **program variables**, links to the information in your project such as your selected equipment and project costs. These variables are built-in the program for easy use.

Begin by setting up a table with a column for each equipment option. Then, insert the variables associated with each of the equipment options by **right-clicking** and selecting **Insert** then **Program Variable**. Use the tabs at the top of the window to select the appropriate variables for Investment 1, 2, or 3.

In the example above, we chose the following variables for each investment:
- Manufacturer
- Description
- Efficiency
- Unit picture
- TotalInitialCosts

(**New Sales Workshops**, *continued from page 1*)

Wrightsoft team members provide individual support throughout the entire sales workshop.

Different from the typical one-day and two-day training class, this new series of workshops will concentrate on the sales aspects of the program and work with customers individually to ensure their success.

In addition to the Right-Sales workshop recently held, an additional workshop to focus on Right-Proposal Plus and its capabilities is being planned for the near future. By focusing these training classes on specifc areas, Wrightsoft can shortenthe learning curve for customers to maximize the programs capabilities.

"Customers are really pleased with the results of the recent workshop and feel these workshops are an excellent resource for their overall success," stated Chris Edgren.

ACHIEVING ULTIMATE CUSTOMER SATISFACTION

FULKERSON SERVICES INC.

Since 1964, **Fulkerson Services, Inc.** has maintained high standards by continuously improving their technical, business, and customer skills in order to achieve the "Ultimate Customer Satisfaction." Recently, Fulkerson Services needed a way to streamline their sales process, increase their professionalism, and give them an advantage over their competition - **without losing sight of the customer.**
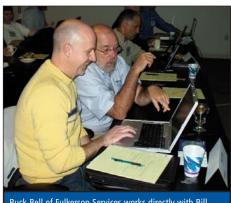
Right-Sales: A Logical Choice

Fulkerson Services, a Wrightsoft customer since 1987, was already familiar with Wrightsoft's available products and that made **adding the Right-Sales™ module, which includes Right-Proposal Plus™, a logical choice**. Right-Sales enables companies to develop a professional presentation and proposal to match their exact business requirements while **simultaneously linking to other Wrightsoft modules** for Manual J load calculations, duct design, operating cost analysis, and more. During a sales call, you can **involve the customer** with an interactive, needs-based questionnaire that incorporates the customer's answers to **build a complete bill of materials and a ready-to-sign proposal**.

Buck Bell, Residential Sales and Installation Supervisor, aimed to use Right-Sales for in-home sales calls after he attended the first Wrightsoft Right-Sales Workshop. During the workshop, Bell developed a custom proposal for Fulkerson Services, added their equipment and pricing to the program, and set up product information sheets with data on their popular equipment.

Using Right-Sales in the Home

When he arrives on a call, Bell takes a picture of the customer's house and adds it to their custom proposal. From there, he measures the house and windows for his load calculation. "It used to take me forever to produce a block load, so I didn't always do it. Now, **it's so easy I can do a block load in 15 minutes as part of my sales routine**."

Buck Bell of Fulkerson Services works directly with Bill Wright on the Right-Sales program at the recent workshop.

With all of the technical information he needs entered into Wrightsoft, **Bell sits down with the customer to learn more about their lifestyle using the Customer Questionnaire** in Right-Sales. "A big part of my job is to listen to the customer's concerns and educate them about the importance of properly sized units, running at the highest efficiency, to produce a comfortable environment," said Bell. He can also use his custom presentations that are launched right in the program, as well as the product showroom features of Right-Sales to answer the customer's questions and show how the equipment can solve their heating and cooling problems.

Confidence at Your Fingertips

Fulkerson's **finished proposal, automatically generated in the program after the equipment is selected**, provides the customer with a good, better, best scenario. "We've found that when you give the customer options, they are less likely to shop around and more willing to sign your proposal."

"**Everything that I need to know for a sales call is in Right-Sales at my fingertips**: pricing, product information sheets, equipment details, warrantees, etc," concludes Bell. "The Right-Suite program helps me work smarter, simplify our sales process with less interruption, and **gives me more confidence for the entire sales call**."

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Right-Suite Universal for Any Calculation

Right-Suite Universal combines ASHRAE, ACCA, and HRAI technologies and integrates the functionalities of Wrightsoft's industry-leading software into a single design and estimating product, allowing users to apply the most appropriate load, duct, radiant, and geothermal design methods to any building. For the first time, Right-Suite Universal allows real-time switching between all of the North American methods:

Residential Loads
- ACCA Manual J: 7th or 8th Edition
- *New in 2006* ASHRAE Residential Heat Balance Method 1199
- HRAI F280

Commercial Loads
- ASHRAE Commercial Heat Balance method
- ASHRAE Radiant Time Series (RTS)
- ACCA Manual N
- ASHRAE 24-hour CLTD

Duct Designs
- ASHRAE duct method (using ASHRAE duct database)
- ACCA Manual D
- HRAI duct design

Additionally, commercial users will be able to benefit from the functionalities of Wrightsoft modules such as Right-Radiant Plus™, Right-Proposal Plus™, Right-Loop™, Right-Sales™, and Right-$™ which allow for a range of design and sales capabilities previously only accessible in Wrightsoft's residential program suite. Wrightsoft's Right-Suite Universal will also be incorporating new technologies that Wrightsoft has developed to improve the accuracy of load calculations and make designing even faster for the HVAC contractor.

The AHR 2007 Software Innovation Award is the latest is the latest in a long line of industry accolades given to Wrightsoft for its products including the recent Gold in the Dealer Design Awards, Wrightsoft's third consecutive, for the Uponor System Design Software™. Right-Suite Universal is expected to be released in late 2007.

THANKS FOR **21** GREAT YEARS!

As a Wrightsoft customer, we want to thank you for your support through our 21 years and look forward to another great year in 2007!

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