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Hot Times Editor's Hyundai Sonata  
(see article at right for more information)

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**How Do You Work Through Objections?**

There are all sorts of price objections from many different sources. It's a standard process in any selling cycle (if you're unsure of the 'selling cycle,' give us a call. We can hook you up with a fantastic publication called "The Art of Sales" that is a recommended read for any dealer, and it's FREE!!!). There are many ways to approach a price objection. Asking your customer what she can afford may not be the best way to go about resolving it.

I was recently in a dealer's showroom. It's a nice showroom with good POP displays, some well-displayed units and they have a good reputation. A customer came in and was greeted at the door. So far so good. The dealer then asked, "What is your budget?" It was the second question out of the gate. It meant that the rest of the sale would be all about money and not the product's value. Talk about shooting yourself in the foot!

Here is an example. You're off to buy a car and make your way to the local Saab dealership where you're greeted at the door. The salesman asks you what your budget is. Because you're unsure what a Saab will run you, you tell him \$10,000. He proceeds to show you the Hyundai Sonata he took in on a trade.



Brand New Saab

The simple truth is that a Saab costs more than the Sonata. Before asking the money question, the salesperson should have asked qualifying questions such as, "How many people will you be seating?" or "Is an all-leather interior important to you?" By doing that, he builds value into the vehicle and raises expectations of what it will cost. It then becomes much easier for the customer to hear its higher price.

Everyone is experiencing less than normal volume of customers in their showrooms right now, so every dollar counts. Not everyone can afford that six passenger, all leather luxury sedan, but perhaps they can be downgraded to the same vehicle with cloth interior. Regardless, the salesperson will still be making a better commission, and the dealership will be making more money than if they sold the pre-owned Sonata. If done correctly, the customer will leave happy knowing that they got a great deal within their budget.

**Contact Us**

To leave a **Voice Mail** please phone **604-856-8750** or **1-888-663-8816**, then enter the extension of the person you are trying to reach and you will be automatically directed to that person's line. We will take your call promptly, or you can leave a voice mail for a quick call back.



Serving the Fireplace Industry For More Than Thirty Years

**Vancouver Canucks  
1994 Answers**

(From pages 2 & 3)

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- Kirk McLean
- Jeff Brown
- Pavel Bure
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- Greg Adams
- Mike Keenan
- Nathan Lafayette
- Trevor Linden
- Brian Leetch

How did you do???

Look for more fun  
trivia in the next  
edition of "Hot Times"

Volume 12, Issue 2  
Summer 2011

**NORTHWEST STOVES LTD.**



**HotTimes**

A NEWSLETTER ON WHAT'S HOT AND WHAT'S NOT

**Marquis has a New "Baby"**

**Baby Infinite Arrives**

Now available to Marquis Fireplace dealers from Northwest Stoves, The Infinite and Grand Infinite's smaller "sibling," the Baby Infinite.

The Baby Infinite is listed as a decorative appliance with a 36" viewing and 33,000 BTU's. It comes standard with Accent Lighting, heat radiating ceramic glass and your choice of Milivolt or IPI (intermittent pilot Ignition). It is to be used with Kingsman's 5/7" flex venting only\* (for more on this important point, please see page 3 of this newsletter).

Much like the larger versions of the Infinite, the Baby gives you the option of either going with a single sided view or turning into a see through fireplace. The SIT valve has a hi-lo adjustment and each Baby Infinite is shipped standard with



clear (white) decorative ember glass.

Some of the options include a narrow or wide surround trim (in either black, stainless steel or pewter finishes), and porcelain reflective panels for the back, bottom and sides of the Baby Infinite.

You may also choose to include different media in your Baby Infinite firebox such as Marquis Rocks, Decorative

Stones, Driftwood and Rocks or perhaps different glass colours to give you many options to make this the perfect fireplace for your room. A fan kit and a remote control are also available.

The Baby Infinite is now available and is a stocking item at Northwest Stoves due to its instant popularity with customers.

**New Contemporary Sunpak Facing**

**Sharp New Look**

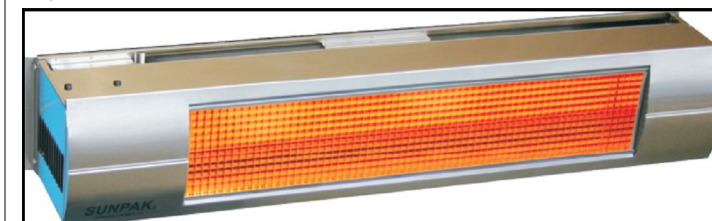
Now available at Northwest Stoves, the Sunpak Face Trim Kit. This stainless steel facing simply attaches to the front of any Sunpak and gives a contemporary, aesthetically pleasing feel to the heater.

The facing trim option can be ordered using part number IN-12020 and the suggested retail is \$115.00. Remember that you still need to order the Sunpak and mounting brackets as well as the face simply attaches to the front.

The early reviews of this facing have been terrific as everyone agrees that the new look is very clean and stylish. The news has been so positive, that Infrared Dynamics long term goal is to have all of their Sunpaks eventually come standard with this look.

**\*\*\*New Product Alert\*\*\***

Stay tuned for news on the release of the new 2 stage Sunpak heater which will offer variance between 25,000 and 34,000 BTU's in one heater. We expect this new product to arrive on our doorstep in the coming months.



Sunpak SS Facing Trim provides a contemporary option

**Inside this issue:**

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*"The most important trip you may take in life is meeting people half way."*

- Henry Boyle





With the Vancouver Canucks march to the Stanley Cup in mind, see how much you know about their 1994 run.

1. How many straight overtime games did the Canucks win against the Calgary Flames?
2. What was the name of the Canucks goalie in 1994?
3. Who passed the puck to Pavel Bure for the winning goal of the Calgary series?
4. Who hit Shane Churla of the Dallas Stars with a vicious elbow to the head?
5. How many games did it take to beat Toronto in order to get to the Stanley Cup final?

- answers on page 4

**GreenFan offers both replacement fans and fan kits for new fireplace installations.**

**Both come with an unsurpassed 2 year warranty**

*"Always read stuff that will make you look good if you die in the middle of it."*

- Clint



## GreenFan Replacement Fans

### Eco-friendly Fans

As we all know, fireplaces have fans that will need replacing—often sooner than later—due to dirt, dust, pet hair, ash, or simply just wearing out. Fireplaces fans are motorized devices that have a much shorter life span than the fireplace itself. Often, replacing the fan can be a tedious and somewhat expensive process, especially for the customer.

How many times have installers not used many parts shipped with a replacement



blower such as the mounting brackets, power cord, rheostat, etc, because they were already on the fireplace?

If you stocked just 4 GreenFan Replacement Blowers, you would be able to replace the fans of a vast majority of the gas fireplaces in your area. Many manufacturers such as Heat n' Glo, Heatilator, Regency, Napoleon, & Quadra Fire among others can each have their fan replaced by a GreenFan Replacement Fan

for a fraction of the cost. GreenFan's environmental advantage is not buying fan kit parts that are not required to replace bad blowers. The GreenFan can save your customer upwards of \$100 by buying just what he needs and nothing more. At Northwest Stoves, we will be stocking the following GreenFan Replacement Fans each for a suggested Retail price of just \$88!

- GF 120.65-RT
- GF 180.65
- GF 240.65-L
- GF 240.65-R

Call for availability of GreenFan kits as well, which can also save you money.

## Jotul Wood Burning Contemporary Stove

### F370 arrives

Some things are just worth waiting for. Jotul now announces the launch of their long-awaited contemporary masterpiece, the F370 wood-burning stove.

Using contemporary European styling, the F370 offers both front and side viewing. It uses light weight Skamol liners inside the firebox and can take up to a 12" long log. Producing emissions of only 2.6 grams/hr, the F370 produces a maximum of 35,000 BTUS. It can heat up to 1000 square feet and has a burn time of up to 6 hours. The F370 also comes with an ash pan.

Perhaps the best thing that can be said about the F370 is that it was the recipient of

the prestigious **red dot—best of the best** design award, which is awarded annually for outstanding design across several categories. Some of the others winners included Porsche, Prada and Apple IPOD. Other Norwegian manufacturers have received red dots in the past, but none have ever received the best of the best commendation.

The F370 will be available at Northwest Stoves very soon, so be sure to get your orders in. Those that have seen it burn up close have had nothing but glowing praise for it. To order, use item number AJ-351006. The suggested retail will be \$3599.00.

### \*\*New Product Update\*\*

Ask us about the new 'clean face' option on the F500 Oslo.



Jotul's F370 provides a beautiful, contemporary look for wood

## Assorted Notes & Tidbits

### ICC Storm Collar

We have recently seen changes to ICC's storm collar. Many of you have expressed your concern over the new style, as it is a significant departure from what we have seen in the past and does not properly work with Excel Square Supports.

The new storm collar design came as a request from ULC. This request allowed ICC to re-design the storm collar to be more aesthetically pleasing, while still working in most applications. If a collar is required for a square support, then you will need to order the new collar for square support applications (BI-ESQSC), which is designed for this purpose and also for cases where extreme weather may not be enough for the regular storm collar.

### Power Vent Upgrades

Town & Country's Flush Mount Power Vents have recently undergone changes to help reduce noise and improve performance. These new versions will be available soon.

### Baby Infinite Rigid Pipe

As mentioned on page 1 of the newsletter, when installing the Baby Infinite, only flex pipe may be used to vent the fireplace. Rigid direct vent pipe is not approved with this fireplace.

This is applicable on both the single sided and see-through version of the unit.

### Inspecting Chimney

Shipping chimney via courier is often a risky venture. The majority of couriers use conveyor belts to move the product through their facility,

which can create problems with items rounding corners of the conveyor. These items also get handled multiple times which increases the risk of damage. For these reasons, we strongly encourage shipping insulated chimney shipments via a larger freight carrier, such as CF or Van Kam, so that we can pack it safely on a pallet and in many cases insure it at no extra charge to you.

In the event that a courier is the only option, we will inspect each length of chimney before shipping and label it with the label seen below. Please check each one upon arrival to ensure no damage.

### INSPECT CONTENTS ON RECEIPT

This product was inspected at Northwest Stoves Ltd prior to shipping and found to be in good condition. No claims for concealed damage will be considered by carrier after 24 hours of receipt

Inspected by \_\_\_\_\_  
Date: \_\_\_\_\_

### Vancouver Canucks 1994 Stanley Cup Final Run cont'd

6. Who scored the overtime goal in game 1 of the final?
7. Who coached the NY Rangers during their 1994 Stanley Cup win?
8. What player hit the post behind Ranger goalie Mike Richter in the 3rd period of game 7?
9. What Vancouver player, playing with broken ribs, scored twice in game 7?
10. Who won the Conn Smythe trophy as the most valuable player in the playoffs in 1994?

- answers on page 4



Damaged length of Excel Chimney, shipped via courier

## Pacific Energy Additions

### Alderlea T4 Classic

Now available and ready for orders, the Alderlea T4 Classic Wood Stove.



Majolica Brown T4 Classic

Available in both Ebony Black and Majolica Brown enamel, the T4 uses the same efficient firebox design as the Vista (small size) stove, complete with stainless steel encapsulated baffle and rails. The T4 Classic will have a retail price of \$2350.

### Warmland PS45 Classic

Also available to all Warmland dealers, this porcelain enamel pellet stove comes in the following stunning colours: Sunset Red, Ebony Black, Coffee Bean Brown or Ivory. The Warmland comes with a 50 lb. hopper and flush mount digital controls which can allow you to go between 12,000 & 45,000 BTU's. It is all back by a limited 5 year warranty.

The Warmland Classic will list for \$2695. Ask for details.



## Excel Direct DV Chimney

Now that many dealers have made the switch to ICC's Excel Direct DV Chimney, we aren't surprised to hear that the results have been terrific.

While there was a short time when inventory was a little low, we want everyone to know that we are now fully up to speed and well stocked throughout the entire line of Excel Direct pipe., in both galvanized and black finishes. We expect to have excellent stock levels throughout the fall season. Some things to look for in Excel Direct pipe include:

- Terminations made

entirely from stainless steel

- Stop bead on each length allowing straight assembly
- New horizontal termination kit
- 3 different sizes of slip sections

### Current Promotions

Don't pass up on these two money-saving promotions, on for a limited time:

**Forrest Paint**—buy any five cases and get one free

**Pilgrim**—lock in for the year with a minimum \$1500 order