

## **Show customers the savings**

By Jim Stevens, Crystal Blue Pools, Inc.

Telling a customer that you can save them money by charging them for a more expensive pump is a rather difficult sell. The public is wise enough to doubt vague promises. Once you lose credibility, the sale is going nowhere. Showing the customers actual numbers on what they can save may help gain more credibility.

In an effort to produce a clear and easy to understand cost analysis I have developed a worksheet of the calculations. You may want to put these calculations onto a sheet that you can present to your customers.

First you need to know the present cost of running the existing pump. The present cost of electrical consumption is calculated by multiplying the amps by volts. While I use motor labels for amp usage I also will use an amp meter when in doubt. Take that number and multiply it by .001 to convert to kilowatts. Multiply the kilowatts by the average number of hours the pump is used each day and then multiply by 30 days to get the number of kilowatts used each month. This number must then be multiplied by the electrical cost per kilowatt in your area. The result is the cost to run the present pump for one month.

Next, using the same formula but with the expected amp usage of the new pump, arrive at a predicted cost (be conservative on how much they will save). Now that you can show the customer an estimate of what they pay now to run the pump and an estimate of what they will pay with a new pump, the next step is to subtract the expected results from the present cost to obtain a monthly savings. Finally divide the initial cost of the new pump by the monthly savings to get the number of months until it has paid for itself in electric bill savings. Remind the customer that after it is paid off the monthly savings reduces the operating expenses and their electric bill.

You may want to include a disclaimer on your information to be sure they understand this is an estimate. For example: This is not a proposal; this is a fair representation of expected results. Your actual savings may be less or greater depending on many factors including plumbing, filter size and adjustment of speed. Explaining the savings and showing the customer the actual numbers can increase their confidence in you and make them comfortable in making the purchase.

## **Calculations**

### **Current pump:**

\_\_\_\_ Amps x \_\_\_\_ Volts x .001 x \_\_\_\_ Hrs./day x 30 days x \$\_\_\_\_ (local electric cost) = \$\_\_\_\_ (Present cost per month)

### **New pump:**

\_\_\_\_ Amps x \_\_\_\_ Volts x .001 x \_\_\_\_ Hrs./day x 30 days x \$\_\_\_\_ (local electric cost) = \$\_\_\_\_ (Expected cost per month with new pump)

**Savings:**

\$\_\_\_\_\_ (present cost) - \$\_\_\_\_\_ (expected cost) = \$\_\_\_\_\_ (estimated savings per month)

**Payback time:**

\$\_\_\_\_\_ (cost of pump) / \$\_\_\_\_\_ (estimated savings) = \_\_\_\_\_ months (payback time)