

# HVAC GRAMMAR SCHOOL

## FORBIDDEN WORDS & PHRASES

Air-Cleaner  
Bid  
Boss  
Buy/Purchase  
Cash On Delivery  
Change-out  
Checked  
Clean & Tune/Check  
Credit Application  
Contract  
Deal  
Dispatcher  
Down Payment  
Employee  
Girls in The Office  
Heating & Cooling System  
Humidifier  
Insulation (duct)  
Installer  
Invoice  
Maintenance Contract  
Maintenance Guy  
Manager [Department]  
Monthly Payment  
Objection  
Oil  
Options (IE: humidifier)  
Owner  
Parts Runner  
Price or Total Price  
Problem  
Repairman  
Sales Call  
Salesman  
Serviceman  
Signature  
Thermocouple  
Work For  
Your Price/Cost

## SUGGESTED ALTERNATIVES

Air Filtration System  
Proposal  
(Don't ever say "boss")  
Own  
Cash on Completion  
Replace  
Inspected and Tested  
Precision Tune-up  
Account Application  
Agreement  
Opportunity  
Production Coordinator  
Initial Investment  
Co-Worker  
Customer Satisfaction  
Comfort System  
Humidification System  
Acoustical/Energy Lining  
Installation Technician  
Technician's Report  
Safety & Efficiency Agreement  
Precision Tune-up Specialist  
Department Leader  
Monthly Investment  
Concern  
Lubricate  
Comfort Enhancements  
President  
Material Handling Specialist  
Investment or Total Investment  
Challenge or Situation  
Technician  
Presentation  
Systems Consultant  
Technician  
Approval  
Pilot Safety  
Work With  
Your Investment

*Your vocabulary, the words that you use, can be very powerful tool. Don't ever assume that our customers are technically inclined like us. Use simple, non-technical, and easy to understand language, to make your point.*