

HVAC Grammar School

Forbidden Words & Phrases

Air-Cleaner
Bid
Boss
Buy/Purchase
Cash On Delivery
Change-out
Checked
Clean & Tune/Check
Credit Application
Contract
Customer
Deal
Dispatcher
Down Payment
Employee
Excuse
Fixed
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
Put It Back
Repairman
Sales Call
Salesman
Serviceman
Signature
Thermocouple
Work For
Work (IE: "Do the work")
Your Price/Cost

Suggested Alternatives

Air Filtration System (Air Purification)
Proposal
(Don't ever say "boss")
Own
Cash on Completion
Replace
Inspected and Tested
Precision Tune-up
Account Application
Agreement
Client
Opportunity
Production Coordinator
Initial Investment
Co-Worker
Explanation
Resolved
Customer Satisfaction Representative
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
Replaced It
Technician
Presentation
Systems Consultant
Technician
Approval
Pilot Safety
Work With
Procedure
Your Investment

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