



SERVICE MVP.

# VERBAL PACKAGING

## common repairs



DESIGNED SPECIFICALLY FOR THE  
**HVAC, PLUMBING & ELECTRICAL**  
CONTRACTING PROFESSIONAL

**INCREASE THE VALUE OF YOUR WORK!**

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# **How To Use Verbal Packaging**

This report will illustrate some ideas on how to “re-package” the typical trade jargon when describing some common heating repairs to communicate the problem more easily to the customer while also making it sound more valuable. As you start to use verbal packaging in your approach you will see that the first person who is sold on a higher value for each repair is you the tech or sales person. You must be sold first before you can present any solutions effectively.

## **Use of the Word “Fault”**

Please understand that you will see certain words used repeatedly. One of the first verbal packages you will see is the use of the word “fault” instead of “problem or bad.” Using this word will influence you to focus on the system issues and not just the immediate problem therefore making your diagnosis more thorough.

### **Types Of Faults:**

**There are only five types of faults:**

1. **Electrical** Fault – Wire or Wiring System Disconnected or Shorted
2. **Mechanical** Fault – Crack, Worn Part, Wear and Tear
3. **Restriction** Fault – Fuel, Drain, Piping or Air System Is Clogged
4. **Design** Fault – Someone Designed It Improperly
5. **Installation** Fault – Someone Installed It Wrongly



## **Staying Away From Part Names**

An additional thing you can do is to stay away from using part names when talking about issues with your customer. The reason for this is that by mentioning parts you focus the customer’s attention to the least important element of what you are selling. Remember that you are in the service business and not the parts business. Therefore you want to focus them on your services and not on parts, brand names or equipment.

## **The System Is Your Solution**

To always re-focus your customer on to the whole system that is related to the problem is a good idea. This is because explaining how the immediate issue affects the system starts to change the customers mind from thinking the repair is probably small and inexpensive and into the fact that ANY problem is serious and probably more than they thought it was. Also by emphasizing the systems related to the issue you are preparing the customer to reflect on whether they should not only fix the problem but also update or renovate it as well. That is why you always see the word “system” used when explaining any problem to a customer.

# HVAC Verbal Packaging Glossary

## Gas Ignition System

<b>Bad Gas valve</b>	<b>Electrical fault in the fuel control system</b>
<b>Cracked Ignitor</b>	<b>Mechanical fault in the ignition system</b>
<b>Bad Molex connector</b>	<b>Electrical fault in the ignition System</b>
<b>Flame sensor broken</b>	<b>Mechanical fault in the flame safety sensing system</b>
<b>Broken or burnt wire</b>	<b>Fault in the low voltage delivery system</b>
<b>Thermocouple bad</b>	<b>Millivolt fault in the flame safety sensing system</b>
<b>Pilot burner clogged</b>	<b>Restriction fault in the fuel delivery system</b>
<b>Pilot burner eroded</b>	<b>Mechanical fault in safety flame system</b>
<b>Limit is bad</b>	<b>Electrical fault in the overheating protection system</b>
<b>Circuit board is bad</b>	<b>Electrical fault in computer control system</b>
<b>Electronic ignition module</b>	<b>Electrical fault in ignition control system</b>
<b>Flame rod is burnt</b>	<b>Heat fault in flame generation system</b>
<b>Cracked insulator</b>	<b>Mechanical fault in electrical insulation system</b>

## Combustion System

<b>Burners corroded</b>	<b>Heat Fault in the Fuel Combustion Burning System</b>
<b>Wrong orifice</b>	<b>Design fault in the combustion system</b>
<b>Design fault in the combustion system</b>	<b>Mechanical fault in CO containment system</b>
<b>Collector box leaking</b>	<b>Mechanical fault in acidic fluid removal system</b>

## Combustion Removal System

<b>Inducer Motor bad</b>	<b>Electrical fault in combustion removal system</b>
<b>Flue is plugged</b>	<b>Restriction fault in the CO removal system</b>
<b>Chimney liner needed</b>	<b>Design fault in CO removal system</b>
<b>Pressure switch is bad</b>	<b>Electrical fault in combustion safety system</b>
<b>Rubber tube is clogged</b>	<b>Restriction fault in safety sensing system</b>
<b>No chimney cap</b>	<b>Installation fault in chimney safety protection system</b>

## Air Movement System

Blower Motor	Heat Removal System
Bad fan motor	Electrical fault in air movement system
Blower wheel bad	Mechanical fault in air movement system
Capacitor no good	Mechanical fault in the voltage absorption system
Air leak in the cabinet	Installation fault in air delivery system
Air bypassing Filter	Installation fault in furnace protection system

## Air Delivery System

Return too small	Restriction fault in air intake system
Wrong fittings used	Design fault in air delivery system
No branch dampers	Installation fault in air control system
Duct leaking	Mechanical leakage fault in air distribution system
Disconnected duct	Installation disconnection fault in intake system
Filter Packed	Restriction fault in air intake system
Ductwork is dirty	Restriction fault in air system needs restoration
Return grill is noisy	Design sizing fault in air intake system

## Electrical System (HVAC)

Door switch is bad	Electrical fault in safety protection system
Transformer no good	Electrical fault in voltage conversion system
Thermostat sub-base bad	Disconnection fault in the low voltage distribution
Contactor or relay is bad	Electrical fault in the high voltage distribution system
T-Stat wire is shorted	Mechanical fault in the low voltage system
No on/off switch	Installation fault in the high voltage system
No ground connection	Installation fault in the high voltage safety system

## Outdoor System

<b>Housing</b>	<b>main heat absorption system enclosure / heat rejection system enclosure</b>
<b>Copper line is leaking</b>	<b>Mechanical leakage fault in heat transfer media system</b>
<b>Leak search</b>	<b>Refrigerant system depletion analysis</b>
<b>Line is kinked</b>	<b>Restriction fault in heat transfer conduit system</b>
<b>Evaporator is dirty</b>	<b>Restriction in heat absorption system</b>
<b>Condenser is packed</b>	<b>Heat rejection system restriction fault</b>
<b>Compressor is bad</b>	<b>Electrical fault is refrigerant compression system</b>
<b>Unit not level</b>	<b>Installation fault in outdoor mounting system</b>

## Hydronic System

<b>Pump motor is no good</b>	<b>Electrical fault in heat delivery system</b>
<b>Pump relay not working</b>	<b>Electrical fault in voltage distribution system</b>
<b>Zone valve is bad</b>	<b>Mechanical fault in temperature control system</b>
<b>Expansion tank leaking</b>	<b>Mechanical fault in the pressure expansion system</b>
<b>Relief valve is dripping</b>	<b>Mechanical fault in pressure safety system</b>
<b>Feed valve overfeeding</b>	<b>Mechanical fault in water pressure control system</b>

## Other HVAC System

<b>Tune Up</b>	<b>Annual Servicing</b>
<b>Dual Voltage Battery Capacitor</b>	<b>Compressor-Saver System / Electrical-Boost System</b>
<b>Refrigerant</b>	<b>heat transfer liquid</b>
<b>Nitrogen Purge HVAC Condensate Drain</b>	<b>Flood Prevention Service</b>
<b>Nitrogen Charge HVAC Condensate Drain</b>	<b>Pressure Retention Confirmation Test</b>

# Plumbing Verbal Packaging Glossary

## Waste Removal System

<b>Flange / Flange Bolts</b>	<b>waste removal anchoring system</b>
<b>p-trap</b>	<b>odor prevention system</b>
<b>Garbage Disposal</b>	<b>Mechanical clog prevention system compost preparation system (if they are very environmentally friendly)</b>
<b>Toilet is cracked</b>	<b>Mechanical fault in porcelain waste removal system</b>
<b>Toilet rocks or is un-level</b>	<b>Installation fault in the sewage connection system</b>
<b>Needs a wax ring</b>	<b>Restore installation fault in the sewage connection system</b>
<b>Kitchen sink is clogged</b>	<b>Restriction fault in the gray water removal system</b>
<b>No cleanout for drain</b>	<b>Design access fault in sewage removal system</b>
<b>Cleanout installed incorrectly</b>	<b>Installation fault in sewage removal system</b>
<b>Drain pipes not pitched</b>	<b>Installation fault in indoor sewage removal system</b>
<b>Trip lever is broken</b>	<b>Mechanical fault in the tub water level control system</b>

## Water Delivery System

<b>Scale Inhibitor</b>	<b>(electronic/automatic) piping protection system</b>
<b>Cable Branch Line Ground Level Clean Out</b>	<b>first class drain cleaning system</b>
<b>Hydro jetter</b>	<b>commercial grade blockage remediation system</b>
<b>water pressure leak test</b>	<b>home water pressure diagnostic</b>
<b>Shower valve is leaking</b>	<b>Mechanical fault in water delivery control system</b>
<b>Fault not working</b>	<b>Restriction fault in water delivery system</b>
<b>Water stops won't shut off</b>	<b>Mechanical fault emergency water disconnect system</b>
<b>Orange build up in fixtures</b>	<b>Design fault in the iron mitigation system</b>
<b>Hard water</b>	<b>Design capacity fault in water treatment system</b>
<b>Water is over chlorinated</b>	<b>Excessive chlorination in municipal water system</b>
<b>Hose bibb is leaking</b>	<b>Mechanical fault in outdoor water delivery system</b>

## Water Heating System

<b>Pressure Regulator</b>	<b>(combustion/explosion/rapid expansion/leak) prevention system</b>
<b>Water heater is leaking</b>	<b>Mechanical fault in hot water containment system</b>
<b>Thermocouple no good</b>	<b>Mechanical fault in flame safety system</b>
<b>Tank makes cracking noise</b>	<b>Excess mineral build up in containment system</b>
<b>Dip tube no good</b>	<b>Mechanical fault in the temperature control system</b>
<b>Control valve is bad</b>	<b>Mechanical fault in water temperature control system</b>

# Electrician Verbal Packaging Glossary

## Voltage Distribution System

<b>outlet</b>	<b>electrical distribution point</b>
<b>panel</b>	<b>main electrical control system</b>
<b>underground service feed</b>	<b>storm resistant electrical system</b>
<b>armored or jacketed wiring</b>	<b>rodent proof electrical delivery system</b>
<b>hot wire</b>	<b>power delivery wiring</b>
<b>neutral wire</b>	<b>power return wiring</b>
<b>ground wire</b>	<b>emergency power removal wiring</b>
<b>backstabbed outlets</b>	<b>mass installation fault in electrical distribution system</b>
<b>aluminum wiring</b>	<b>design fault in electrical delivery systems</b>
<b>cloth wiring</b>	<b>formaldehyde coated archaic power delivery systems</b>
<b>recessed floor outlet</b>	<b>furniture re-location ready electrical points</b>
<b>Installing a required disconnect</b>	<b>installation of quick reach emergency shutoff</b>
<b>Label breakers</b>	<b>full re-identification of home circuitry</b>
<b>Roof heating cables</b>	<b>automatic de-icing system</b>
<b>Repair Exposed wiring</b>	<b>complete remediation of fire hazard</b>
<b>Change all 2 prong outlets in home to 3 prong</b>	<b>full upgrade and renovation of all home electrical distribution points</b>
<b>Fix all outlets in home</b>	<b>full restoration of all electrical distribution points in home</b>
<b>Full redevice of house</b>	<b>Full upgrade and renovation of all electrical control and distribution points</b>
<b>Panel is overloaded</b>	<b>Design capacity fault main voltage distribution system</b>
<b>Plug is bad</b>	<b>Electrical fault in voltage terminal system</b>
<b>Wires are undersized</b>	<b>Design fault in electrical delivery system</b>
<b>Wire is disconnected or shorted</b>	<b>Electrical fault in voltage delivery system</b>
<b>Water leaking into mast</b>	<b>Design fault in municipal voltage delivery system</b>

## Voltage Control System

<b>switch</b>	<b>electrical control point</b>
<b>Tesla charger</b>	<b>intelligent rapid charging system</b>
<b>universal car charger</b>	<b>adaptable charging system</b>
<b>slow dimming switches</b>	<b>theatrical electrical control system</b>
<b>Kvar device</b>	<b>electrical bill reduction system</b>
<b>New thermostat</b>	<b>easy read/no hassle temperature control system</b>
<b>Motion control switch</b>	<b>smart sense lighting control system</b>
<b>Install 300a service</b>	<b>Installation of heavy duty commercial grade main electrical system</b>
<b>Install a 200a service</b>	<b>installation of light commercial grade main electrical system rated for future expansion</b>
<b>Installation of 100a service</b>	<b>installation of residential grade main electrical system rated for current home use</b>
<b>Manual transfer switch</b>	<b>one touch upgradable power backup system</b>
<b>automatic transfer switch</b>	<b>seamless automatic power backup system</b>
<b>Burnt out switch</b>	<b>Design fault in voltage disconnect system</b>
<b>Timer not working</b>	<b>Electrical fault in electrical sequencing system</b>

## Emergency Power Generation System

<b>digging</b>	<b>professional turn key excavation</b>
<b>Paint/spackle cuts</b>	<b>turnkey restoration of walls/ceilings</b>
<b>UPS</b>	<b>Sensitive system emergency power backup system</b>

## Electrical Safety System

<b>arc fault</b>	<b>anti-spark system</b>
<b>Bad breaker</b>	<b>Mechanical fault in over-current protection system</b>
<b>breaker</b>	<b>electrical overload protection system</b>
<b>Exterior buried ground rods</b>	<b>electrical shock diversion system</b>
<b>exterior mast</b>	<b>storm proof electrical system</b>
<b>Generator buried lock post</b>	<b>anti-theft anchoring point</b>
<b>Generator cold weather kit</b>	<b>generator winterization system</b>
<b>Generator on-cue</b>	<b>back up power emergency notification system</b>
<b>GFCI</b>	<b>water shock protection system</b>
<b>install. of a gen pad base</b>	<b>installation of flood ready generator support platform</b>
<b>Meter is burnt</b>	<b>Electrical fault inside the municipal metering system</b>
<b>nest smoke detector</b>	<b>smart sense fire prevention system</b>
<b>No GFI in bathroom</b>	<b>Safety design fault in voltage terminal system</b>
<b>pool bonding</b>	<b>electrocution prevention systems</b>
<b>Sense device</b>	<b>home electrical use monitoring system</b>
<b>smoke detector</b>	<b>fire prevention systems</b>
<b>surge protection</b>	<b>electronics safety system</b>
<b>Surge protector needed</b>	<b>Design omission fault in voltage surge system</b>

## Lighting System

<b>Bath fan not working</b>	<b>Electrical fault in moisture and odor removal system</b>
<b>bath/ventilation fan</b>	<b>whisper quiet moisture removal system</b>
<b>can lighting</b>	<b>zero maintenance lighting systems</b>
<b>can lighting</b>	<b>zero shadow lighting systems</b>
<b>can lighting</b>	<b>full room lighting systems</b>
<b>can lighting w/ sealed trim</b>	<b>comfort saving lighting systems</b>
<b>Chandelier lift</b>	<b>stress free chandelier cleaning system</b>
<b>Driveway/walkway heating system</b>	<b>self-shoveling home entry systems</b>
<b>Electric Dog fencing</b>	<b>cruelty free puppy containment system</b>
<b>Installation of bug zappers</b>	<b>flying insect removal system</b>
<b>Light sensing relay is bad</b>	<b>Electrical fault in light sensing voltage system</b>
<b>Lighting fixture is bad</b>	<b>Electrical fault inside the lighting delivery system</b>
<b>outdoor flood lights</b>	<b>auto/zero maint. full yard lighting systems</b>
<b>rebracing a fan box</b>	<b>installation of forever wobble-free fan support system</b>
<b>Ring camera</b>	<b>intelligent entrance security system</b>
<b>Solar powered lighting</b>	<b>zero maintenance lighting system</b>
<b>Track lighting</b>	<b>multi-point adjustable lighting</b>

# Roofing Verbal Packaging Glossary

<b>attic fans</b>	<b>energy max attic power ventilation system</b>
<b>downspouts</b>	<b>vertical rain water management system (pro or light-commercial)</b>
<b>drainage field</b>	<b>yard flood prevention drainage field (micro, standard, plus)</b>
<b>eave vent</b>	<b>energy plus under eave ventilation system</b>
<b>Full fascia restoration-</b>	<b>home beautification window &amp; door trim aesthetic enhancement</b>
<b>Gutters</b>	<b>horizontal rain capturing system (pro or light-commercial)</b>
<b>raindrop gutter guards</b>	<b>leaf and debris protection system</b>
<b>ridge ventilation system</b>	<b>energy plus attic ridge ventilation system</b>
<b>square vents</b>	<b>spot ventilators</b>

# Garage Verbal Packaging Glossary

## torsion system / hardware

torsion spring	torsion counterbalance system
belt	Ultra-Quiet mechanical opener drive system
chain	mechanical opener drive system
cable	counter-balance stability cable system
drum	recoil storage system
weather seal	insect, rodent, & weather protection system
strut	structural support system
vertical track	Vertical Lift Guiding System
Horizontal Track	Horizontal Lift Guiding System
hinges	stability and alignment pivot point system
bracket	vertical track wall mounting system
pulley	mechanical belt guiding system
stile	enhanced vertical support system
extension spring	Counterbalance Lifting System
lock	manual security locking system
steel roller	EZ glide door guiding system
nylon roller	Ultra-Quiet EZ glide door guiding system
cone	torsion adjustment system
Track hanger kit / angle iron	ceiling mount door opener support system
push-button operator	manual door lift control system
garage door switch	manual power control system
emergency release cord/rope	emergency manual door release system
sensor/photo eyes	occupant/pet safety protection system
digital keypad	security code door control system
tube shaft	torsion counterbalance mounting cylinder system
rubber weather seal on top and sides	weather & insect protection system
garage door battery back up system	garage door stand-by emergency power system
wifi connected camera	wifi camera home & occupant security protection system
standard light bulb	garage door illumination system
LED light bulb	long term garage door illumination system
smart phone operator	smart phone garage door control system

## openers

chain drive garage door opener	standard quality chain drive door opener system
belt drive garage door opener	ultra-quiet durable belt drive door opener system
screw drive garage door opener	high power heavy duty screw drive door opener system
wall mount garage door opener	low clearance no-track side wall opener system
smart garage door opener	ultra-quiet belt drive camera/wifi smart door opener system

## panels

wood door panel	natural wood door panel system
steel door panel	steel low maintenance high durability door panel system
alluminum door panel	light weight anti-corrosion door panel system
vinyl door panel	zero-corrosion UV-resistant door panel system
fiber glass door panel	economy light weight anti-corrosion door panel system
glass door panel	ultra modern glass door panel system