

INCREASING CATEGORY AWARENESS

The standby generator category is still in its infancy. Most homeowners think of portable generators as emergency power supplies. But over the last eight years, standby generator sales have increased more than their manual counterparts, and with it, so has awareness. Every time an automatic solution goes onto a house, five to ten neighbors learn about it. Every local home show that you attend exposes the category in your market. National advertising and publicity make advancements in awareness as well. As awareness increases, so will your sales.

Standby Versus Portable Generators

Portable generator process:

- Buy generator, extension cords and gas cans from hardware store. For safe operation, extension cords must be for outdoor use and rated for the distance and the load they will carry. These cords are very expensive
- Find a gas station with power and fill up gas can
- Run extension cords to plug-in appliances (not hard-wired). The generator must be operated outside away from open windows. The extension cords must run outside through an open window or door to reach the generator
- Continuously refuel and transport gasoline from open stations
- Properly condition and store generator for next outage (a step often missed)

Standby generator process:

- Hire generator professional to install permanent, hands-free solution
- Pay fuel (natural gas or LP) bill
- Wait 10 seconds for the KOHLER® generator to turn the lights and hard-wired appliances back on automatically during a power outage – whether the customer is home or away

Not only do standby generators offer a better, safer solution, but their capabilities and design include many advantages:

- Higher power output – modern homes have higher loads than years ago with an increase in size and number of electronic devices
- Better power quality – today's electronics need high-quality power to operate safely or to operate at all
- Quieter – enclosures muffle sound levels so everyone can sleep
- Safer
 - A properly installed standby generator does not pose a carbon monoxide poisoning threat
 - The operator does not have to go outside in adverse weather conditions
 - There is no refueling close to a hot engine
 - There are no running extension cords in wet conditions
 - Hands-free disconnect from utility prevents dangerous back feeding to power lines

You'll find that many potential customers have had a bad portable generator experience, and they're looking for a hassle-free solution. You might want to offer a promotion that offers a rebate for their portable generators.