



# The INSPECTOR™

## Heat Exchanger Video Inspection Camera

# NEWSLETTER

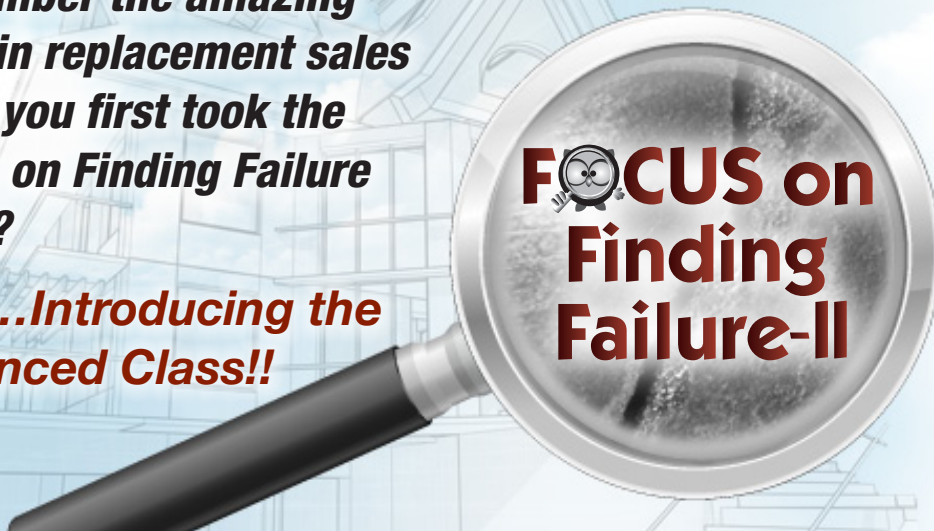
1-888-814-8540

[www.FurnaceHeatExchanger.com](http://www.FurnaceHeatExchanger.com)

Vol. 3 Issue 5 Jan. 2012

**Remember the amazing jump in replacement sales when you first took the Focus on Finding Failure Class?**

**Now...Introducing the Advanced Class!!**



**It's Incredible!  
And It's Guaranteed  
You'll Find  
More Failure!!**

**More Details on Focus on Finding Failure-II on Page Two** 

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**It's New... It's Blue...  
and a Tech's Dream  
Come True!**

**Finally the Inspector™  
you've been waiting for!**



**Legitimate Furnace Failure is NEVER a Gray Area!**

*Details on back cover*



## **Take Your Inspector Generated Leads To An Exciting New Level!**

### **FOCUS ON FINDING FAILURE-II**

This Class Is An Incredible “NEXT STEP”  
For All Who Have Attended FFF-I Class

**All New For 2012**

**January 30-31 and**

**February 27-28 • \$895 per student**

*Owner's Come FREE with Paid Students*

Remember the huge leap forward you took after attending the Focus on Finding Failure class? Now you can experience an even greater leap forward with the new **Focus on Finding Failure-II. You'll Get Even Better Inspector™ Results Than Before!**

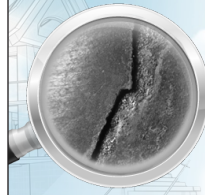
### **Focus on Finding Failure-II: Course Details**

Now, for the first time ever... Inspector™ HVAC companies can have their technicians and even their owners and managers take an all new course that teaches them to find more furnace heat exchanger failure, and to better and far more effectively record and document what they discover with superior power and a real authority.

And the company owners and managers will now be able to fully understand and integrate these powerful inspection recordings for supremely effective and productive archiving and video management as well as offering homeowners undisputable and authoritative evidence of what was found within their home heating system.

The new offerings are part of continuing growth and development at Shamrock Industries, Inc. “Growth” means a number of things, and is most clearly manifested in the way the “**New Blue Inspector Camera**” itself has this season, taken a major quantum leap forward in technology. However, there's also monstrous growth in the way home furnace safety inspections have developed and are now able to be presented to a homeowner.

Among the more significant changes, Shamrock Industries, Inc. is adding a major feature in the new **Focus on Finding Failure-II class**. This feature is called “**Slump Buster Program**” – an extraordinary evolution in the way HVAC owners and managers can manage both their company's growth and in-home quality of service delivery. Both already exist as specialist programs. But Shamrock Industries, Inc. has developed this class program and is very excited that they will present a much wanted and truly innovative thrust forward in the way owners, managers, and technicians alike will now be able to take furnace safety inspections to a whole new level of professionalism.



**Remember the amazing jump  
in replacement sales when you  
first took the Focus on Finding  
Failure Class?**

### **Focus on Finding Failure-II**

Learn Advanced Finding Failure Techniques,  
Eliminate Other Companies Challenging Your Findings,  
Learn How to Communicate Your Findings with a  
Third Party Power & Authority and Find Furnace  
Failure in Accordance to AGA Standards!

**Doing the Right Job Automatically Makes You MORE**

**This class focuses on High Ethics & 100% Honesty!**

**OWNERS ALWAYS ATTEND FREE WITH PAID TECHS!**

### **Here are just a few of the skills covered in Focus on Finding Failure-II**

- Enabling each technician to become less of a “Lone Wolf” and more of a critical spoke in a “Whole-Company Approach” to customer in-home furnace safety.
- Eliminating an HVAC competitor's ability to challenge your furnace failure findings
- How to create “A Home-Owner's Loyalty” to your company... For Life!
- How to not simply “Claim” Furnace Failure, but how to “Legally Document It”
- Performing a complete Furnace Safety Inspection (Even When Time Is Limited)
- How to handle “Problem Customers.”
- Controlling “uncomfortable” situations.
- Offer “ONLY” AGA mandated options once furnace failure is legally documented.
- Tapping the power of deferring to a real Authority (And Not Just Your Say-So)
- Clearly communicating your knowledge to others.
- Providing constructive feedback to management.
- How the tech benefits when he lets his personality shine through.
- Discover reasons why your behavior may be misunderstood.
- Getting non-technical customers to work *with* you.
- How to get your team to follow the “**Every Tech/Every Call**” program.
- Overcoming the stereotype many homeowners have of In-Home service people.
- The simple secret of effectively using your professionalism “Wow” your customers.

**Fill out and fax the enclosed Quick Registration Form  
to us and You're In! And owner's attend for free!**

**Or Call To Register Even Quicker:**

**USA: 1-888-814-8540 Canada: 630-690-0352**

This is a sample of the reviews from HVAC students who attended the Focus on Finding Failure class in September 2011

**Jim Corion, C&C Heating, Metro Detroit –**  
“The most important things is to get it [The Inspector Camera] and to use it every time. We’ve had the Inspectors for several years now, and they’ve grown our business tremendously. The most important thing about the Inspector camera is you get the details and can show your customers where the failure really is”.

**Cody Moore, Daldro Heating and Cooling –**  
“This class will definitely help me improve the amount of profitability in my company, by enabling us to find failures that I wasn’t able to find in the past. I’ve been using the Inspector Camera for years, and I’ve tried other camera’s out there on the market, and the quality of the inspector camera far outperforms any of the other ones on the market”.

**Mario Lemos, One Hour Heating & Air Conditioning –**  
“I would recommend this class because if you have questions, they have techs here that have been doing this, that have this camera and they really know what they’re talking about.”

**Jacob Moore, Same Day Heating and Air –**  
“The best thing I’ve learned from this class is that with the camera, it acts like a probe by getting into those tight spots that you can’t normally see with just your eyes. The camera helps you show the customer what’s going on with their unit – seeing is believing, and once they see it, they’ll believe it”.



**NEW-BLUE INSPECTOR  
DVD ENCLOSED**

## New “BLUE” Inspector™ Series



**#1 New “Blue” Inspector and Monitor & DVR, Amplified Omni Directional Microphone**  
**\$2,971.00**



**#2 New “Blue” Inspector and Monitor with no DVR or Microphone**  
**\$2,200.00**



**#3 New “Blue” Inspector Camera Only (no Monitor)**  
*(Only compatible with Inspector Monitors)*  
**\$1,850.00**

## Buy or Lease Your Inspectors™

Call Shamrock Industries, Inc. at:  
**1-888-814-8540 or 630-690-0352**

Or Visit our New Website at:  
**[www.FurnaceHeatExchanger.com](http://www.FurnaceHeatExchanger.com)**

**Y**our Business-Life is about **decisions**. What you decide, and the wisdom of those decisions, can have a significant impact on your company and your life and the lives of those who work for you.

In the all new **Focus on Finding Failure-II** training, we use a **solution focused approach** to train HVAC technicians and company management to first find any and all Furnace and Air Conditioner or Filtration failure and then to assist the homeowners in making better decisions and doing it with unquestionable ethics and honesty.

Remember this: **Legitimate furnace failure is never a gray area.**

# An HVAC Technician's Best Friend – The Homeowner's Guide Series



## THE HOMEOWNER'S GUIDE TO UNDERSTANDING AIR CONDITIONER REPAIR

A technician's tool to communicate, in a consumer's language, individual HVAC repairs and to guide the customer to the logic of a comprehensive repair, rather than a quick fix.



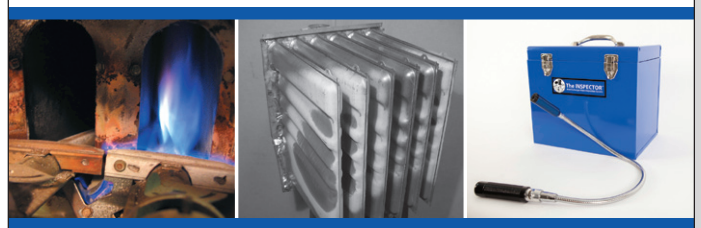
## THE HOMEOWNER'S GUIDE TO UNDERSTANDING FURNACE REPAIR

A tool aimed at guiding customers way from a single quick fix. Encouraging a wider diagnostic view that includes correcting the actual root causes of a problem, rather than simply the symptoms.



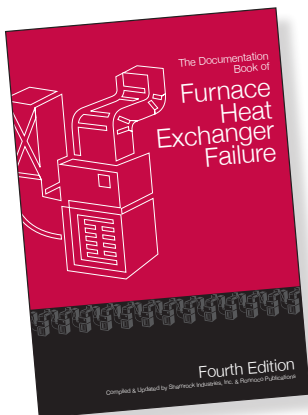
## THE HOMEOWNER'S GUIDE TO UNDERSTANDING WATER HEATER MAINTENANCE

With the Homeowner's Guide to Water Heater Maintenance, a homeowner can see for themselves your infrared scan of the combustion chamber through the use of the Inspector Camera and compare to other water heaters that have already ruptured. This is a proactive approach to replacing water heaters with excessive rusting and corrosion.



## THE HOMEOWNER'S GUIDE TO UNDERSTANDING FURNACE HEAT EXCHANGER FAILURE

An almost "Map Quest" type of laid out road trip that takes your customer from the point of finding a crack in a furnace heat exchanger to a desirable conclusion of doing what is truly in the best interest of the customer, and in compliance with AGA standards.



## Found a Crack In a Heat Exchanger? You'll Need Back-Up!

In today's litigious society, you **MUST** protect your company, yourself and your employees.

**Take action!** When you order copies of *'The Documentation Book of Furnace Heat Exchanger Failure,'* you'll learn how to properly document furnace heat exchanger failure to protect your company. (Yes, you CAN be held liable!) Plus, your technicians will learn how to spot furnace failure more quickly, have an added tool to use with homeowners, and **dramatically increase sales!**

This highly informative book contains over 285 photos of furnace failure with more than 86 different furnaces. It's a training guide, a communication tool, and an authoritative publication that will quickly become an indispensable tool and sales aid. **No technician in your company should enter a client's home without it!**

To Order Your Books Call: In USA: **1-888-814-8540** In Canada: **630-690-0352**  
Or order online at: [FurnaceHeatExchanger.com](http://FurnaceHeatExchanger.com)