



Piano LIFE SAVER

SALES GUIDE

HOW TO PRICE THE PIANO LIFE SAVER

Thousands of Piano Technicians, worldwide, supplement their incomes by selling Piano Life Saver systems, supplies, and by maintaining systems already sold.

As a system installer, you are a Piano Life Saver system "Retailer." Therefore, we recommend you charge a "Retail Price" for the system.

1. Typical retail markup suggests doubling your cost for the system
2. Add in additional costs incurred, such as shipping
3. Add your labor to install the complete system version ordered. For instance, Back Side Vertical or Dual Tank systems take longer to install.
4. Add appropriate state and federal taxes

PRICE ADVICE

We suggest that you quote the price for a tuning at the time you present the Piano Life Saver cost. This can prevent confusion down the road with people who might think that the tuning was included. Be clear the two are separate costs, and whether or not system maintenance in the future will be covered as part of the tuning fee, or separately.

It's better to quote a **price range** on the telephone and tell the piano owner you need to see the piano before you can provide a firm price. If the piano owner is price shopping, they may have received a price quote for a Dehumidifier System (includes Humidistat and Dehumidifier only) and perhaps you are quoting on a **complete** System including a Humidifier. Be sure the customer is comparing apples to apples.

BENEFITS OF BEING A PIANO LIFE SAVER RETAILER

- **The Piano Life Saver protects your reputation.** When the piano goes radically off-pitch from sudden humidity changes, piano owners are apt to blame you because the piano sounds horrible, especially if you tuned it recently. With the Piano Life Saver, the piano will not go radically sharp or flat after a tuning.



- **You earn substantial extra income.** When you sell a system the profit is about \$250 for a single-Humidifier System and about \$500 for a dual-Humidifier System. When you sell [Pad Treatment](#) and [Humidifier Pads](#) and service the Humidifier tank once a year, you earn residual income multiplied by the number of Systems you have sold. One retired Technician still maintains hundreds of Systems he sold over the years and sells Pad Treatment and Pads, earning thousands annually in residual income.
- **Your work is less stressful with the System.** Since the System keeps the piano on pitch, you don't need to do a pitch correction before the fine tuning. Wally Meissner, RPT, who installed over 1200 Systems in his career, said *"Technicians are well-aware that correcting pitch can be draining, both physically and mentally. The physical exertion of cranking pitch up and down takes its toll on muscles and joints. Then, there's always the worry that a string will break and that causes even more tension."*
- **The System increases the longevity of a tuning-customer relationship.** Three ways a Piano Life Saver strengthens ties with your customer:
 1. The Humidifier requires maintenance once a year,
 2. [Humidifier Pads](#) should be changed twice a year. You can sell replacement Pads to the customer if they prefer to change them (or they may prefer that you change the pads),
 3. You can sell [Pad Treatment](#) to your customer. The bottle lasts about one year.

