

HMIQ

THE INTELLIGENT WAY TO **QUOTE**

Internal Sales Playbook



What is HMIQ ?

➡ How to Position It

HMIQ is not just an update to FLO. It is a *smarter*, more *advanced quoting* and *selling platform* designed to help our customers:

- ◆ Quote faster
- ◆ Show more
- ◆ Close more

Position as:

A tool that helps them sell—not just order.

Why it *Matters*

➡ Your Angle

Your customers today:

- ◆ Go back and forth on quotes
- ◆ Rely on sketches, emails, and follow-ups
- ◆ Lose momentum in the sale

HMIQ changes that by:

- ◆ Bringing quoting into the conversation
- ◆ Giving them something visual to show
- ◆ Reducing delays and uncertainty

Your message:

"This helps you close jobs faster and with more confidence."

When to Introduce HMIQ

Use HMIQ when:

- ◆ A customer is quoting frequently
- ◆ They struggle with follow-up or delays find synonym if can
- ◆ They want to look more professional in the home
- ◆ ~~They are growing and need structure~~

~~Don't lead with HMIQ when:~~

- ~~◆ They're brand new and overwhelmed~~
- ~~◆ The relationship isn't established yet~~

In those cases, introduce it as:

"Something we'll get you into once you're ready"

How to Introduce HMIQ

➡ Exact Language

Keep It Simple:

Don't over-explain.

"We're upgrading FLO to something called **HMIQ**—it's a smarter way to quote and show customers what they're getting in real time."

Then:

"It lets you build the layout, show it visually, and price it right there with the customer."

can we put just a small bit of space between here.

How to Demo HMIQ

Do **NOT** click everything.

Show this sequence:

1. Select a layout
2. Apply glass + hardware
3. Show the visual
4. Show pricing

Then Ask:

“Would something like this help your process?”

^^^ lead with a more confident ask aka let me show you the success our other customers have had when introducing this to their every day sales process

Where to find this, Registration, (scroll down), include link and QR code

How to *Emphasize*

➡ Key Selling Points

Focus on *outcomes*, not features.

Lead with:

- ◆ "You can show it, not explain it"
- ◆ "You can quote in real time"
- ◆ "You reduce back-and-forth"
- ◆ "Customers feel more confident saying yes"

Objection *Handling*

"I don't need this" ...

"Totally fair—this is really for making things faster and easier when you're in front of the customer."

Ask **WHY** then lead with push

"I don't have time to learn it"...

"That's exactly why we built it—to save time, not add steps."

reduce errors, more accurate quotes, limits remakes, quicker sales and product delivery

"I already have my way of quoting" ...

"Most people do—this just helps tighten that process and make it more visual."

define "tighten" with bold points from landing page

Who to *Push* This With

➡ Priority Targets

Focus on:

- ◆ High-volume dealers **BOLD THIS**
- ◆ Shops doing in-home sales
- ◆ Customers asking for faster turnaround
- ◆ Customers trying to grow

Customers that have experienced high level of remakes due to communication errors/quote requests

Your *Role* in Adoption

You are not just introducing HMIQ.

You are:

- ◆ Driving usage
- ◆ Reinforcing value - helping them get their money faster
- ◆ Helping them integrate it into their process

You^r job:

- ◆ Get them to log in
- ◆ Get them to try one quote
- ◆ Follow up and Feedback

everyone has access to the test account - log in and use it
and get comfortable with it

What *Success* Looks Like

- ◆ Customer logs in
- ◆ Uses it for a real quote
- ◆ Mentions it helped
- ◆ Starts using it consistently

goal for 2026??

What *Not* to Do

- ◆ Don't **Over**-explain features
- ◆ Don't make it *sound complicated*
- ◆ Don't position it as “*new software*”
- ◆ Don't *rush* the demo

Don't force definitive yes or no... it's a no right now and you will revisit with it

One-Line *Close*

If you remember nothing else, use this:

"This just makes quoting easier, and helps you close faster.", and helps you get your money faster.

HMIQ is a *differentiator*.

Not everyone in this space has this level of capability.

The more customers that use it:

- ◆ The more embedded HMI becomes
- ◆ The harder we are to replace
- ◆ The stronger our partnerships get