



WELL CAPS

WHAT ARE WELL CAPS?



A Well Cap is a cover that sits on top of a well casing, almost like a lid.

They stop surface water, bugs, and other contaminants from falling in your well.

Well caps are often designed with the ability to allow pump wire to pass through underneath the lid, most often via a conduit. Well caps are used in conjunction with pitless adapters.

DIFFERENT WELL CAP MATERIALS



Plastic

The most inexpensive option
Used in conjunction with a plastic well casing.
Can be glued right on to a plastic well casing to get the best "watertight" seal.



Cast Iron

Some areas require cast iron.
Generally more expensive.



Aluminum

Most corrosion resistant
Lightest material
Can be glued right on to a plastic well casing

3 TYPES OF WELL CAPS

Plain

The simplest type.
They don't have any electrical cables that exit the well through the cap.
Usually used in jet pump application and for short term use when wells are being drilled.



Conduit

Typically used for Submersible Pump Applications.
Electric pump cables exit the well through the top of the casing.
Designed with an opening for the conduit and the electrical cables.



Watertight

Also allows for electrical conduit.
Sealed all the way around the casing and conduit.
These caps have screened vents to allow the well to breathe but to keep vermin out.



CUSTOMER OBJECTIONS



"I like what I like"

Some contractors already have a preference as to what type of well cap they want. This is usually because they have only worked with the one kind and never tried anything else.

Make them aware of the benefits of other options even if it won't make you quite as much money, because your proving in the long run you want to get them the best product for their application, therefore gaining their trust.



UPSELL OPPORTUNITIES

If They Are Buying Parts of a Typical Well System

If they are buying parts of a well system make sure a well cap is included, as well as other parts of the well system.

Upgrade Them to a Watertight Well Cap

If they are already purchasing a well cap from you of a more basic quality, try upgrading them to a watertight well cap by pointing out their benefits.

If someone is buying a well seal it may be an opportunity to dig deeper into their business.

Talk to them about their business and figure out why they're not using a well cap. Can open up some new conversations to new products, while gaining trust.