

How To Increase Your HVAC Service Profits

How to Make More \$ With Service Agreements

Service agreements are the best service you can offer. Your customers receive more benefits than anything else they can buy with the same money. They are also the best foundation on which to build your future success and prosperity because they provide:

- **Loyal Customers** — Without service agreements there are no guarantees your customers will call you the next time they have a problem
- **Less Unapplied Labor** — Your staff stays busy, even during the slowest time of the year
- **Less Fire-Fighting** — Since your customers' hvac equipment is maintained, it is less likely to break down, freeing you to acquire new customers while your competitors are busy putting out fires
- **Increased Cash Flow** — You can get paid at the start of a service agreement which provides a source of predictable revenue
- **Increased Business Value** — Due to increased revenue and guaranteed repeat customers
- **Opportunity to Assess Needs** — Routine visits build trust and allows your team to discover opportunities to make your customers lives better
- **Replacement Equipment Sales** — When it's time to replace hvac equipment, studies show that up to 80% of all customers buy from the firm who has a service agreement on their hvac system

THE BEST WAY TO START OR ENHANCE YOUR SERVICE AGREEMENT PROGRAM

(Turn to page 2)

The Value of New Commercial Customers

Commercial hvac service offers several unique opportunities:

- Reduced scheduling problems (commercial customers are in)
- Commercial customers are less price sensitive
- Customers who know that a hvac breakdown reduces revenue
- A consistent work load through diversification
- Opportunity for vertical sales
- Potential for horizontal sales

Selling to business and industry requires a specific approach and several selling skills that are different than those needed in residential sales. *Secrets to Selling Service* provides the vital, up-to-date information necessary for you to successfully sell hvac equipment and service to all types of larger customers.

(Turn to page 4)

How to Achieve Profitable Residential HVAC Sales

Half of the residential and light commercial hvac equipment being shipped today will replace existing equipment. Selling replacement equipment is totally different than quoting new construction. The secret is not bidding the lowest price . . . it is selling at the highest value. With the proper skills, residential hvac service and replacement sales can be very profitable for you and your customers. You can gain the information required to sell more at higher margins, simply by listening to *Profitable Residential Sales* while you drive.

(Turn to page 3)

Service Techs Can Be Your Best Salesmen

A recent survey commissioned by a major air conditioning equipment manufacturer revealed that the best time to sell a service agreements is during an emergency call. Today's service technicians are also in the best position to discover opportunities to make their customers' lives better by replacing inefficient hvac equipment. Unfortunately, many service technicians don't like to SELL, but most want to do whatever is necessary to MAKE THEIR CUSTOMERS' LIVES BETTER. With this in mind, an exciting new training program was developed. This educational and entertaining "seminar in a binder" demonstrates how sales are a vital element of customer service. The program also contains a customer service program that is perfect for every member of your company.

(Turn to page 7)

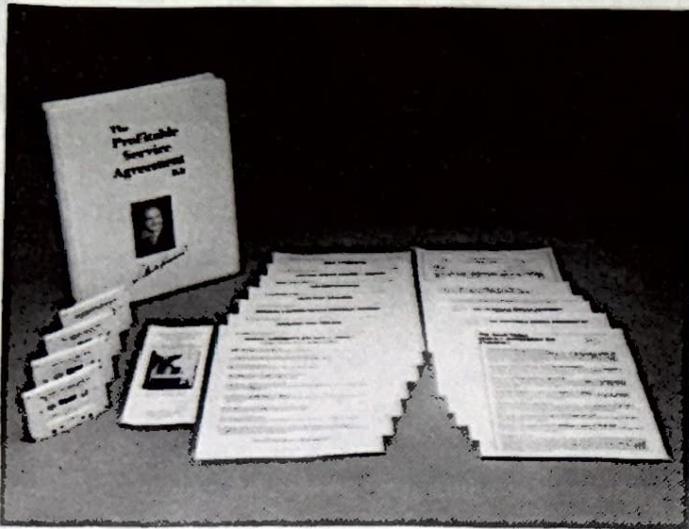
This Powerful New Book Can Be Yours — FREE



(Turn to page 5)

THE PROFITABLE SERVICE AGREEMENT KIT

Contains everything needed to START or ENHANCE your Service Agreement Program. It includes an in-depth TRAINING PROGRAM, TRAINING MATERIALS and specially designed DOCUMENTS.



4 CASSETTES, WORKBOOK and OUTLINE shows how to design, price and sell profitable service agreements to every customer. Formulas show how much a customer can save in Dollars & Cents

- **The Training Leaders Materials and Workbook** — Contains: When to offer Service Agreements (SA). How to analyze operating cost. How to design & price SA's. How to recognize benefits customers want. How to offer SA benefits. How to educate customers. How to provide additional information.
- **The unique "Customer Benefits" Brochure** — is one of the best customer education tools ever developed. It explains in language customers understand, what services and tasks are included and how each will make their lives better
- **The "Customer Friendly" Service Agreement Form** — is easy for customers to understand and accept because it doesn't contain small print or legalese
- **The Inspection Report** — is easy to comprehend and helps customers understand the value of maintenance records
- **A License** — allows you to copy all written materials

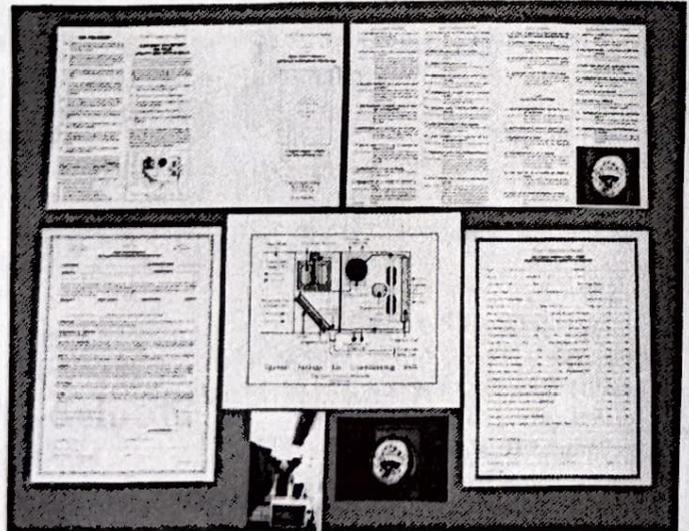
"The Profitable Service Agreement Kit paid for itself the first day I got it, I wished everything I spent money on was that good."

Dean Casey
Casey Services, Youngsville, NC

AUDIO TAPES 1 and 2 are from an actual seminar and explains: The many opportunities for service technicians to offer service agreements • How customers benefit in dollars and cents from each task performed • How service agreements pay for themselves in energy savings • The actual process of getting your technicians involved in the service agreement program, so they can have "ownership" of it. (*Ownership is one of the greatest motivators, because people are much more willing to work for their ideas than those of others.*)

TAPE 3 shows an easy, non-threatening, step-by-step strategy that service technicians, supervisors and managers can use to offer the benefits of their service agreement to every residential and light commercial customer, without feeling like they are "selling". It explains an easy way to determine which benefits each customer wants most and describes how to educate customers so they'll understand the benefits being offered.

TAPE 4 describes the elements in Top Quality Service. It tells how to keep customers satisfied so they'll come back and tell others to call you when they have a hvac problem.



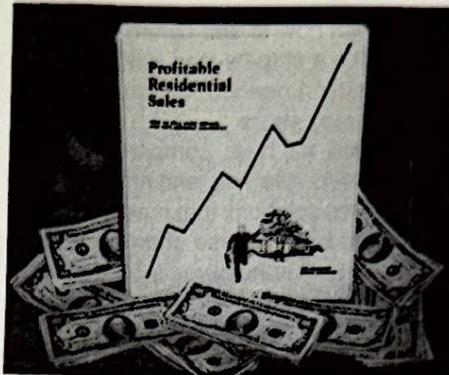
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Includes a FREE copy of "50 Low Cost Ways to Acquire New Customers"

Profitable Residential Sales



How can your firm predictably sell hvac service and replacement equipment and a higher volume and gross profit? Find out in the Profitable Residential Sales tape album. This no-holds-barred audio guidebook contains techniques, methods and secrets used by one of the industry's best residential salesmen, Jim Hinshaw. Jim routinely sells replacement hvac equipment for 10 to over 35% more than his competition and his closing rate is 75%.

Not only is Jim a great salesman, he's also a superb communicator. Because of his "easy to listen to" style, internal sense of humor and the interview format, you'll want to listen to these valuable tapes many times. **This 8 cassette program contains 8 hours of proven, "cutting edge" information that can easily help you increase your residential service and equipment sales in the 1990's.**

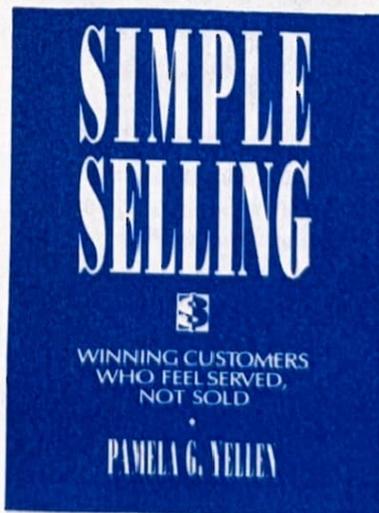
Some of the information covered in this exciting program includes:

- How to sell in the New Economy
- How to sell during a "bad" month
- The recipe for sales success
- 20 benefits that get orders
- How to get active and passive sales leads
- How to farm a light commercial area
- How to handle a "price shopping" prospect
- What questions must you ask?
- How to sell more service agreements
- How to get a commitment
- How to find what your competition is selling
- The elements in an effective presentation
- How service agreements lead to equipment sales
- Your proposal as a sales tool
- 10 keys to selling to people over 50
- How to prove your price is not too high
- 7 ways to sell more at higher prices
- How to deal with negative prospects
- The most important factor in a sale
- Who will be your best customers in the 1990's?
- How to pinpoint future customers
- How to get more referrals
- The secrets to qualifying a prospect
- How much time should you spend with a prospect?
- Why no doesn't mean no
- How to learn what your prospects want
- How to sell a customized solution for more \$
- How to sell more accessories
- How to close more sales
- Ways to uncover the "other" prices
- How objections lead to sales
- AND MUCH MUCH MORE

Special Introductory offer only \$89

Simple Selling

How to Win Customers Who Feel Served . . . Not Sold



When you learn the revolutionary **Simple Selling** techniques, your customers will actually begin to sell themselves. The four cassette audio program contains 8 "high content" sides and an action plan workbook to help you make the information in this proven program yours. There are dozens of money making ideas that you can put to work immediately. All the techniques in this program are simple and easy to learn. There are no "99 closes" to remember, no assessing of "personality styles" required. Just a relaxed questioning approach that will leave your customers feeling served, not sold, and will help you make more sales and have more fun selling!

Pamela Yellen, the author of **Simple Selling**, has taken consultative selling into the 1990's. Some of the "state of the art" techniques you'll learn: How getting people in touch with their feelings turns them into buyers • The art of asking "generic" questions to discover true interests • How to be welcomed as a problem solver instead of a "salesman" • How to direct the conversation focus so people actually sell themselves • How to generate business even your customers don't know exists • How to drastically reduce the number of objections and handle those that do come up • How to sell when one of the decision makers isn't present • How to revitalize purchasing interest in a long term sale • How to increase your referral business • How to ask for the order in a way that makes everyone feel good and assures you'll be welcome back • much more.

Only \$59

Secrets to Selling Service



Is much more than an audio textbook on **how to sell commercial and industrial hvac service and equipment**. It's a step-by-step guide to help you gain and retain the up-to-date information needed for you and your company to grow and prosper in the coming years.

This program was specifically designed for hvac company owners, managers, sales professionals, both new and veterans, and any one else in your organization who sells ideas or offers solutions that make peoples' lives better. This is not a 'one size fits all' sales course showing how to sell everything from real estate to used cars. It is however, **a collection of proven sales techniques interwoven with necessary, easy to understand technical information and designed solely for the hvac industry.**

Because people learn differently, we've included an information packed workbook/resource manual along with the 12 audio cassettes, so the most important phrases, ideas and questions can be highlighted. To make learning new material easier, each tape covers only one major concept. Hearing, seeing and using this profitable sales building information several times makes it yours.

A few of the ideas contained in this blueprint to success include:

- The new rules for success
- Traits for success in hvac sales
- How to maximize your time
- How to find the best new customers
- How to penetrate screens
- How to establish trust
- Your customer's 7 major concerns
- How to build desire for your solution
- How to ask the right questions
- How to find hidden opportunities
- How to write convincing proposals
- 20 ways to handle price objections
- 6 non-manipulative closing techniques
- Who are the decision makers and influences
- 11 ways to reduce Total Maintenance risk
- How any service can be a service agreement
- The steps in selling the 3R's
- How to get action on your recommendations
- 12 ways to beat your competition
- The 9P's of marketing in the New Economy
- How to produce a cost effective brochure
- How to profitably overcome new obstacles
- How to plan for success
- How to set and reach new goals
- How to make contact by phone
- How to write powerful sales letters
- 20 reasons why people buy
- How to arouse interest
- How questions lead to sales
- How listening increases your success
- How to make winning presentations
- Ways to over come objections
- The steps in closing the sale
- Proven strategies for 9 markets
- How to sell more service agreements
- How to sell Peak Performance Agreements
- How to sell remodels/retorfits/replacements
- How to customize your solution
- 10 ways to make service tangible
- 14 mistakes to avoid
- How to use advertising & promotion
- Valuable forms, formulas and much more

TAPE TITLES INCLUDE: • Selling Service in the New Economy • Planning for Success • Managing Your Goals, Objectives and Time • Commercial & Industrial Markets and Strategies • How to Find New Customers • Turning Contacts into Customers • How to Sell Service Agreements • Total Maintenance, Peak Performance & Other Winning Service Agreements • Selling the 3R's • How to Discover Opportunities • How to Beat Your Competition • How to Make Winning Presentations • How to Write Winning Proposals • Getting the Order • Marketing In the New Economy

"Steve Howard has taken the most powerful sales material available and combined it with the specific information you MUST know to be successful in commercial hvac sales today."

Steve Lucia
Scott Co., Oakland, CA

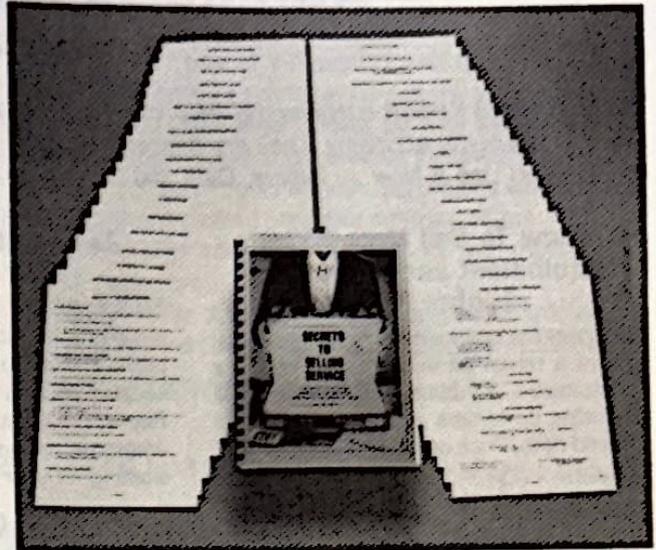
INCLUDES the *Secrets to Selling Service Resource Manual* & a **FREE** copy of *50 Low Cost Ways to Acquire New Customers*

Was \$119 . . . For a Limited Time Only \$99

Secrets to Selling Service Resource Manual

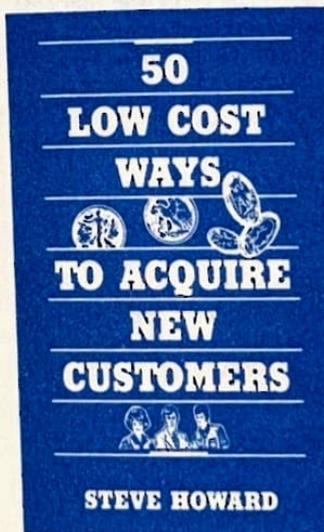
The companion workbook/resource manual for the Secrets to Selling Service 12 cassette tape album is available by itself. This 43 page guidebook is a blueprint to profitable commercial and industrial hvac service and equipment sales. If you want a ready reference which is customized to assist you in making profitable hvac service and equipment sales, this book is for you. It is designed to be used. You can hi-lite key points and write notes in the space provided. It is chocked full of ideals that can help you sell more at a higher profit. Though not as comprehensive as the 12 cassette album, it does provide easy to follow outlines of much of the information contained in the tapes. It also includes formulas that show how to determine:

- The cost of efficiency loss
- Increased cash flow
- Electrical demand and usage charges
- The efficiency of a chiller
- What type of customer you are dealing with
- Increased property value
- A building's load factor
- The operating cost of an a/c unit



Only **\$18⁹⁵**

50 Low Cost Ways to Acquire New Customers



The best businesses in America lose up to 20% of their customers every year. Your customers' needs change, they move, go broke, go out of business, die or their brothers-in-law start businesses like yours. You must attract more customers than you lose if you want to grow and prosper in today's rapidly changing economy.

50 Low-Cost ways to Acquire New Customers "cuts to the chase." It provides proven, common sense information necessary to bring a steady flow of new customers to your business, without you going broke in the process. Many ideas presented in this guidebook can be immediately implemented and others can be easily altered to fit the needs of your company.

If you don't have time to learn every aspect of marketing but know you must get more customers who are willing to pay for the value you provide, this book is for you. Through the refinement of reams of research material and years of experience, each page only contains high-grade nuggets of information.

A marketing plan, a mini-sales course and insight into consumer behavior are also included. After completing this "easy read" and the forms and plan it contains, you will have a deeper understanding of your customers, your competition and your company. When the 12 Month Plan is put into effect, acquiring a steady stream of quality new customers will no longer be a goal, it will be a reality.

Also included in this blueprint to business success are:

- 15 Keys to Acquiring New Customers
- The 9P's of Marketing in the New Economy
- 20 Ways to Make the Sale
- 7 Business Killing Mistakes to Avoid
- 25 Benefits People Buy
- A Plan to Acquire New Customers

"Steve, I congratulate you on this accomplishment"

Tom Hopkins, Author
How to Master the Art of Selling

ORDER TODAY! Just **\$9.95**

FREE

With the purchase of
The Profitable Service Agreement Kit
Or *Secrets to Selling Service Album*

ACT NOW — Limited Time Offer

Special Reports — How To Prosper in the 1990's

By Steve Howard

Each **Special Report** contains the clear, concise, up-to-date information that you need to be more successful in today's rapidly changing economy. They are densely written and contain at least five pages of High Value — Results Oriented — How To Use It Now — Details, Data and Ideas.

How To Sell More HVAC Equipment and Services At Higher Prices

Discover the basic elements necessary to: Prove a return on investment, Present a customized solution, Determine what benefits customers wants, Reduce perceived risks, Price on value instead of cost, Educate customers and Enlist your entire organization in the sales process. SR1

How To Profit From Commercial HVAC Remodels, Retrofits and Replacement Equipment

This **Special Report** describes how to cash in on the coming boom in the 3R's. Retrofits, Remodels and Replacement equipment will account for more than half of the demand for new HVAC products and their related services in the 1990's and beyond. Don't let this profitable market pass you by. SR2

Are You Ready To Sell Service In The New Economy?

The HVAC service industry is maturing. Learn what factors are affecting this rapid change and discover what skills are necessary to enable you and your organization to cash in on newly created opportunities. SR3

How Your Servicemen Can Be Your Best Salesmen

Your service technicians see opportunities for additional sales every day. They've gained their customer's confidence, are in a non-threatening position and customers view them as authorities. In this **Special Report** you'll discover how your servicemen can be your best salesmen. SR4

Show Your Customers How To Save Money With Service Agreements

The greatest energy savings available in America today, without a major capital expenditure, is to keep all air conditioning and heating equipment operating at peak efficiency. This **Special Report** outlines the most significant research ever completed on the dollars and cents benefits of HVAC service agreements. This information is essential if you want to increase your service agreement base. SR5

15 Secrets To Motivating Your Employees

FACT: HVAC companies with motivated employees are more profitable. Keeping employees motivated is also the secret to keeping good employees. In this **Special Report** you'll learn the 15 keys to keeping employee motivated and excited about working for your firm. SR6

How To Generate HVAC Service Leads

Remember how it used to be? The phone would ring, a new customer had a problem that you solved, and your business grew. Today is different. This **Special Report** describes the basic elements in establishing a plan, setting up a budget, acquiring referrals, printing a newsletter, using the Yellow Pages, sending direct mail and tele-marketing. SR7

How To Establish An On-Going In-House HVAC Training Program

Training is the only vehicle that will provide the new skills and knowledge necessary to take advantage of the opportunities created by our rapidly changing economy. This **Special Report** details the reasons for and the elements in in-house training. Also included are 10 tips to more profitable training. SR8

Your Service Technicians Can Be More Productive

This **Special Report** is designed for your service technicians. It lists several ways they can reduce communication mistakes, call backs and travel time. They'll also learn how to be more productive and profitable by being better organized. SR9

How To Make More Money By Avoiding Proposal Writing Mistakes

When properly planned and written, a proposal can be an extremely effective sales tool, but unfortunately, many firms lose business every day because they make common proposal writing mistakes. This **Special Report** shows how to eliminate 10 common proposal writing mistakes so you can sell more HVAC equipment and service at higher prices. SR10

10 Ways To Beat Your Competition & 12 Sales Killing Mistakes To Avoid

Every firm that has commercial HVAC or refrigeration equipment will eventually need service. One secret to success is for your firm, instead of your competition, to get this work. This **Special Report** shows 10 proven ways to beat your competition and also details 12 sales killing mistakes you must avoid. SR11

Secrets To Selling HVAC Products and Services To Your Best Future Customers — Older Americans and Women

There is no mass market for HVAC products and services anymore. To be successful in the 1990's, you must know who your best customers are and understand *their* values, beliefs and needs. In this **Special Report** you'll gain the information and insight that will give your firm an advantage when selling to older Americans and women. SR12

What Is Top Quality Service & How Is It Provided?

Top Quality service produces satisfied customers who will do business with you again. This **Special Report** describes the essential elements in the Top Quality service formula and shows how your team can easily provide it. SR13

How To Plan For Success

By some accounts, up to 30% of all HVAC firms go out of business each year. One of the major causes of business failure is the lack of proper planning. In this **Special Report** you'll discover an easy way to develop a "customer focused" plan that will guide your company into future prosperity. SR14

How Does Your Service Department Rate?

This in-depth 20 question test lets you and your entire team assess the level of customer service you are currently providing. Suggestions on ways to improve service quality are included in the answers. A must for any customer focused organization. SR15

Special Reports are **\$3.95** each. Purchase all 15 for only **\$49** and receive a binder at no additional cost.

HVAC Service Technician Customer Service & Sales Program



The material in this program is the "best of the best". It has been refined from several of Steve Howard's high content seminars for service technicians and support employees. This exciting information is ideal for your weekly service meetings. The 26 mini-seminars provide enough material for several weeks of instruction. After completing this program, your service technicians will have the polish necessary to keep customers coming back and referring others. They will also gain the skills required to offer additional hvac service and replacement hvac equipment to their customers.

The program is designed so the owner, manager or senior service technician can become an effective instructor the first time he uses it. The program includes:

- A "REAL WORLD" CUSTOMER SERVICE PROGRAM (Ideal for everyone in your Company)
- A COMPLETE SALES COURSE FOR SERVICE TECHNICIANS

Each topic has a companion page of instructions which explains its purpose and describes at least one audience involvement technique, (making the program more fun and results oriented). A section for the instructor's notes and comments for future sessions is also provided. The program is designed to be used with an overhead projector, (although it can easily be presented without it).

It would cost hundreds of dollars and several days of lost productivity for your employees to acquire this information from a seminar, but it's yours for only:



With transparencies \$89

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How To Sell More HVAC Equipment And Services At Higher Prices

By Steve Howard

HVAC companies can fail by selling their products and services at profit margins too low to fuel success.

Prices may be set too low because owners and managers believe that low prices are what close sales. Truth is, most people are skeptical of low prices.

Karsten Solheim, inventor of the Ping putter and owner of a Karsten Manufacturing Co. tells a story about a shoe repair store he ran during the Depression. When one of his competitors lowered the price of new heels to 15 cents, Solheim did the same.

"The first customer that came in asked me, 'Are the heels as good as they used to be?' Of course, I had to say 'yes.' When the next two customers asked the same question, I decided most people were more interested in quality than price. I took my sign down and resumed charging 35 cents for heels."

Consumers may judge quality by price. As part of a study to help find the cause of inflation, the French Government cut thousands of cheeses in half and placed them on sale.

Half of the cheeses were priced at 37 centimes, the other half 56 centimes. **The same product selling for 1/3 more sold faster.**

"Less than 20 percent of the people who buy replacement air conditioning equipment are only interested in the lowest price," says Jim Hinshaw, a top selling residential replacement equipment salesman. His price is 10 to 35 percent more than his competition's and his closing rate is a phenomenal 75%.

How can HVAC services & products be sold at a higher price? **One of the eight ways is to provide a return on investment.** The cost to operate HVAC equipment can be a business/home owner's largest variable expense. Nothing offers a higher, consistent, tax free return on investment than routine maintenance on neglected HVAC equipment or the replacement of worn out, inefficient HVAC equipment.

If you've determined that current problems are adding \$500 to your customer's annual utility bill and the cost to correct these problems is \$250, the simple payback is 6 months.

Simple payback = $\frac{\text{Cost } (\$250)}{\text{Annual Savings } (\$500)} = .5 \text{ yrs.}$

If a new high efficiency heat pump can pay for itself in less than 5 years, it will provide a tax free return on investment greater than 20% per year.

One of the best ways to get a customer's endorsement on your proposal is to know current cost of operation, figure out all the future savings and present your return on investment plan in the "universal language" of dollars and cents. To demonstrate a return on investment to a commercial customer, consider showing an increase in equivalent gross sales. Most libraries have a Dun & Bradstreet or Robert Morris Associated publication that shows the percentages of profit on gross sales of various businesses.

If a restaurant's profits to gross sales are 3% and your proposal can save \$6,000 yearly, they would have to increase annual sales by \$200,000 to equal the same savings.

$$\frac{\$6,000}{.03} = \$200,000$$

When you provide a return on investment, you're no longer selling cold air and repair. Your "product" is now "improved customer profits". **The price you can charge for improved profits is not determined by your cost; it is determined by the customer's rate of return.**

*This article is an excerpt from a **Special Report**. To order the complete report, please see pages 6 and 7.*

Do You Want . . .

- Higher profit margins?
- Motivated employees?
- More HVAC equipment sales?
- A steady stream of new customers?
- Additional service agreement revenue?
- A customer focused service department?
- Service technicians who can sell?
- Highly trained employees?
- To cash in on the 3R's?
- To gain an advantage in the fastest growing markets?
- To be the most profitable firm in your service area?

The products in this catalog can help you easily reach these and other profit oriented goals. Don't wait, send your order today.



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