



# Profitable HVAC Service

## *How to Prosper in the 1990's*

### 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)
- Referrals from satisfied residential customers
- 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

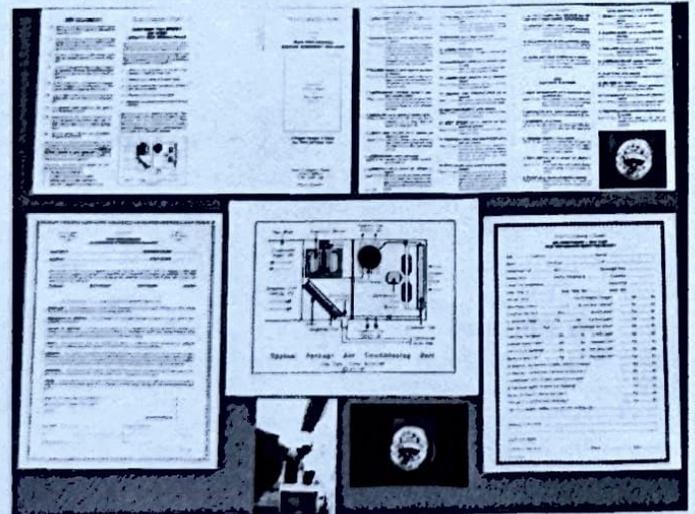
"The Profitable Service Agreement Kit paid for itself the first day I got it, I wished everything I spent money on was that good."

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.



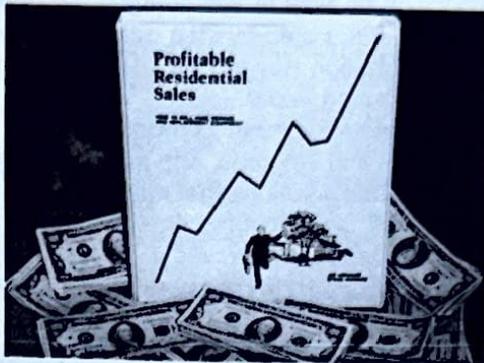
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**\$99**

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%.

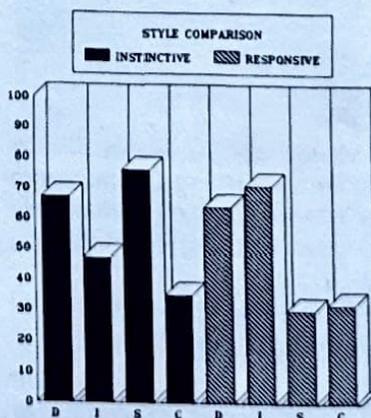
Not only is Jim a great salesman, he's also a superb communicator. Because of his "easy to listen to" style, internal sense of humor and the interview format, you'll want to listen to these valuable tapes many times. This 8 cassette program contains 6 hours of proven, "cutting edge" information that 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**

## Performance Improvement Profile



No two people are motivated in exactly the same way. The key to motivation is understanding. When you know what is important to each employee you can provide the rewards and constructive evaluation necessary for teamwork and profitability.

The Phoenix Institute's Performance Profile provides the information necessary for you to understand what motivates your team. It describes an individual's natural behavior and their value to your organization. The report provides insights on how to anticipate, avoid or minimize communication problems. It lists several recommendations on how to improve the quality and impact of managerial communications. It provides insights on each individual's respective needs, wants, and preferred work environment. The profile also contains ideas on how to increase organizational productivity and improve individual performance. You can quickly apply the many valuable insights contained in the report.

Skeptical? Here is a chance to find out how powerful this tool is. Since no one know you better than yourself, ACT in association with The Phoenix Institute for Human Resource Development will do a complete profile on you for (including a 20 minute optional telephone consultation).

**only \$49**

If you are as excited about this state-of-the-art tool as we believe you will be, additional Performance Profiles can be completed on each of your employees starting at only \$89 each. (Volume discounts are available).

**For Additional Information Regarding Phoenix Institute's Performance Improvement Profile, Call (602) 973-0999**

# 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*

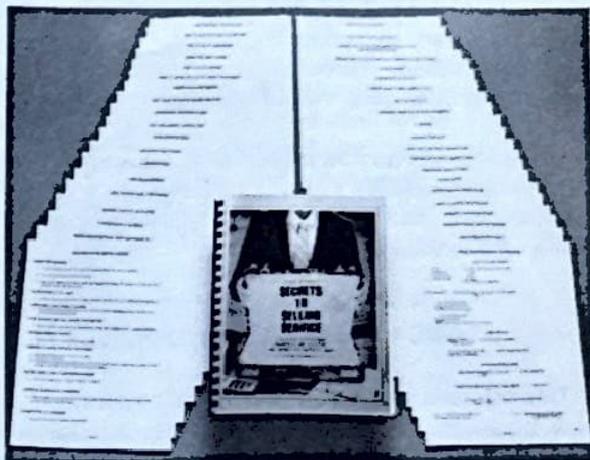
Was \$119 . . . For a Limited Time Only **\$99**

# 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 ideas 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 **\$18<sup>95</sup>**

## 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**

# Affordable Training That Produces Profitable Results

Steve Howard can present a customized, results oriented seminar or workshop to your employees or members of your trade association. The concepts and information presented are easy to understand and put into immediate use. Solutions to everyday problems will be thoroughly discussed.

Steve focuses on how adults learn. He knows obtaining knowledge should be fun as well as profitable. He relies heavily on visualization (color slides, transparencies and graphics) and always includes copyrighted hand outs or training/resource manuals with each program. The following programs can pay for themselves many times over through enhancing profitability or increasing productivity:

## HOW TO MARKET HVAC PRODUCTS AND SERVICES

This program focuses on no-cost/low-cost ways to acquire new business. Areas covered include: *company image, direct marketing, Yellow Pages advertising, brochure development, print advertising, public relations, free marketing assistance, how to find new customers willing to pay for the benefits you provide and much more.*

## LEADERSHIP IN THE 1990'S

All levels of supervision and management will benefit from this program. It's ideal for your annual corporate retreat or convention breakout session. You will learn the: *characteristics of today's leaders, 10 prime motivators, how to increase productivity, the 5 elements of discipline and much more.*

## SERVICE AGREEMENTS THE #1 SERVICE

This program is customized for those interested in offering service agreements to commercial, industrial or residential customers. You will learn how to: *design, price, market, sell, and renew Annuals, Routine Inspection, Peak Performance and Total Maintenance Agreements.*

## SELLING THE 3R'S

A must for any organization interested in the benefits derived from offering retrofits, remodels and replacement hvac equipment. This program can be customized for residential, commercial or industrial oriented firms. You'll see "you are there" slides showing opportunities that exist at most of the buildings in America today.

## SELLING IN THE 1990'S

This exciting program is a must for anyone who must get their ideas accepted by current and future customers. Participants will learn: *how, what and why people buy, how to penetrate a screen, how to ask sales producing questions, how to sell "cash flow", how to sell at a higher price, the key to closing and much more.*

## THE "IN-HOUSE" PACKAGE

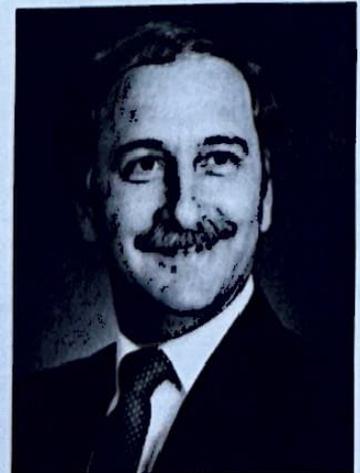
A customized sales program is presented to your managers and salespeople on Friday. On Saturday, the entire workforce attends a 7 hour program entitled, "*The Benefits of a Satisfied Customer*". The goal of this program is to enhance your employees' morale and your company's bottom line.

## Steve Howard

Steve Howard understands the problems facing hvac businesses in the 1990's. His comprehensive magazine articles and seminars about the future of the hvac service industry have received wide acclaim.

His knowledge and insight has been obtained through extensive research and years of "front line" experience. He has been in almost every position in the hvac industry. His background includes positions as a hvac service technician, field supervisor, service manager for a large Trane franchise, marketing representative for the Carrier Corporation, sales engineer with Natkin Service Company, vice president of an engineering firm specializing in energy issues, technical and business consultant, and successful small business owner.

Steve is a nationally known speaker and writer. He wrote the first in-depth book covering all aspects of hvac service agreements, entitled, *Service Agreement Dynamics*, published by Business News Publishing. He is also the author of *The Profitable Service Agreement Kit*, *Secrets to Selling Service*, *The HVAC Technician Customer Service and Sales Training Program*, and *50 Low-Cost Ways to Acquire New Customers*.



**For Additional Information or to Schedule a Program Call (602) 973-0999**

# 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 \$79

## Order Form

THE PROFITABLE SERVICE AGREEMENT KIT <i>Includes FREE copy of 50 LOW COST WAYS TO ACQUIRE NEW CUSTOMERS</i>	\$99.00	\$ _____
SECRETS TO SELLING SERVICE (12 Cassettes and manual) <i>Includes FREE copy of 50 LOW COST WAYS TO ACQUIRE NEW CUSTOMERS</i>	\$99.00	\$ _____
SECRETS TO SELLING SERVICE RESOURCE MANUAL Only	\$18.95	\$ _____
PROFITABLE RESIDENTIAL SALES (8 Cassette tape album)	\$89.00	\$ _____
CUSTOMER SERVICE & SALES TRAINING PROGRAM With Transparencies	\$49.00 \$79.00	\$ _____ \$ _____
PERFORMANCE PROFILE (This item must be paid for by check only)	\$49.00	\$ _____
50 LOW COST WAYS TO ACQUIRE NEW CUSTOMERS	\$ 9.95	\$ _____
Shipping & Handling (1st Item)		\$ 3.50
Each additional Item add \$ .50	\$ .50	\$ _____
AZ Residents Only, add 6.7% sales tax		\$ _____
TOTAL ENCLOSED		\$ _____

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# 10 Major Factors Affecting the Success of Your HVAC Business in the 1990's

- For the first time since WW II, business growth has slowed, shifted or been eliminated in many industries. Without immigration, US population will soon decline 1.5 million people per year. **YOU CAN INCREASE YOUR CUSTOMER BASE — EVEN IN A DECLINING MARKET.**
- More people are getting into hvac service businesses because of the relatively low risk, potential for high profit margins and repeat customers. **YOU CAN (and must) OUT MARKET YOUR EVER INCREASING COMPETITION.**
- A national business study showed the key business objective of 68% of the business owners surveyed was growth not profits. **YOU CAN OUT SELL YOUR "LOW PRICE" COMPETITORS.**
- The favorable tax treatment that apartments and office buildings received for years has been eliminated. **YOU CAN TAKE ADVANTAGE OF THE OPPORTUNITIES CREATED AS NEW CONSTRUCTION (which once fueled new hvac service) SLOWS OR COMES TO A HALT IN MANY AREAS.**
- There soon will be a shortage of qualified people, but with training, motivation and insight into each employee's behavior, **YOU CAN HAVE THE MOST PROFITABLE TEAM IN YOUR SERVICE AREA.**
- New hvac technology will compete with all other new technology for your customers' limited financial resources. **YOU CAN BE SUCCESSFUL MARKETING AND SELLING AGAINST THE BEST SALES ORGANIZATIONS IN THE WORLD.**
- The cost to operate hvac equipment can be a business/home owner's largest variable expense. Rising utility rates, aging or inefficient hvac equipment creates a tremendous opportunity to help customers and increase your revenue through the sale of the 3R's (remodels, retrofits and replacement hvac equipment). **YOU CAN LEARN PROVEN WAYS TO FIND OPPORTUNITIES AND SELL THE 3R'S TO RESIDENTIAL, COMMERCIAL AND INDUSTRIAL CUSTOMERS.**
- Service agreements are the most valuable service you can offer. They assure repeat customers and can lead to very profitable 3R sales. **THERE ARE SEVERAL EZ WAYS YOU CAN SUBSTANTIALLY INCREASE YOUR FIRM'S SERVICE AGREEMENT BASE.**
- Up to 20% of your customers are lost each year to "natural causes". **YOU CAN ACQUIRE A STEADY STREAM OF QUALIFIED CUSTOMERS YEAR AFTER YEAR.**
- Numerous hvac businesses will fail because they'll send the wrong marketing message to the wrong people. **WHEN YOU UNDERSTAND AND APPLY THE 9P's (People, Planning, Product, Price, Promotion, Packaging, Positioning, Profile, Personal Sales) OF MARKETING IN THE NEW ECONOMY, INCREASED PROFITABILITY WILL NO LONGER BE A GOAL, IT WILL BE A REALITY.**



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