

# SERVICE AGREEMENT DYNAMICS

HOW TO DESIGN  
PRICE & SUCCESSFULLY IMPLEMENT  
HVAC/R SERVICE AGREEMENT  
PROGRAMS



Steve Howard

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## FOREWORD

I was a little surprised when Steve Howard ask me to write the forward to *Service Agreement Dynamics*. Quite frankly, I knew very little about service agreements and even less about the heating, air conditioning and refrigeration industry. I've spent the last 20 years helping people and companies grow and prosper through effective sales and quality customer service. After reading the book, I realized this book was about business growth, profitability and customer service.

Steve Howard takes complex marketing, technical and legal subjects and presents them in such a way that anyone, from the seasoned business owner to those just getting started in the industry, can easily understand and immediately use this information. Even the front-line service technicians, who understand that personal prosperity is determined by their value to their employer, will gain precious insight into identifying profitable service agreement opportunities.

When I was involved in writing *Non-Manipulative Selling*, it was because I believed that selling is helping and that marketing is a philosophy, not a department. I wanted to show that there is an

easier way to become successful. Howard's book, *Service Agreement Dynamics*, does the same thing. It's a practical step-by-step blue print for success. In fact, it's loaded with great sales and service techniques to help you make more money by simply helping your customer.

Because of the amount and intensity of the material in this book, I recommend that after reading it initially, you go back and re-read each chapter one at a time. Digest the material. Break it down into bite-size pieces and implement the ideas presented in each chapter the way Howard suggests before you proceed to the next.

As we rapidly move into the future, quality customer service will prove to be the most important difference between you and your competition. After reading this book, I'm convinced that when properly designed and implemented, service agreements can not only provide business growth and prosperity, they can also be your most valuable customer service. *Service Agreement Dynamics* is an incredible win-win approach to successfully cultivating your business.

**-Anthony Alessandra**  
Ph.D. and Co-Author  
*Non-Manipulative Selling*

## PREFACE

The object of this book is to provide a step-by-step procedure for the growth and prosperity of any heating, air conditioning and refrigeration business by showing how to profitably provide hvac/r service agreements that best meet your customer's needs.

This book is written for all experience levels. Seasoned owners, managers and even salespersons should gain invaluable information from the chapters that address lead generation, winning proposals and presentations, innovative service agreements and especially the last section entitled: Service Agreement Markets.

For those who are just getting started in business or have decided they need a more stable customer base, the chapters on service agreement types, strategy, sales and contracts should prove extremely rewarding.

Several practical service agreement outlines are included to help insure that the ideas which best benefit you and your customer can be easily implemented. This comprehensive and easy to understand guide to hvac/r service agreements can also be your guide to long-term growth and business success.

—Steve Howard