



"How a Very Doubtful Training VP - Finally Found the Solution (he and his company had been wanting for years) To Consistently Transform Almost Every Tech Into a Confident and Effective Indoor Air Quality Salesman"

Case Study Executive Summary

The Company:

- Dynamic Air Quality, an established international (IAQ) manufacturer and marketing company since 1982. Dynamic has a very strong commercial application reputation, and utilizing the same technologies wanted to bring their products into the residential market in the United States, by training and educating contractors and their Techs on how to up-sell home owners.
- The company made significant investment in their training and education programs, including 9 regional trainers and a complete "Online Indoor Air Quality Video Training and Tech Certification Portal." The trainers not only visited contractors, they even created role-playing exercises AND rode along with Techs on in-home sales calls.

The Products to Be Sold:

- Dynamic utilizes a whole house air cleaning strategy to control Particles, Germs, Gases.
- They sell complete systems, AND let consumers use an "à la carte approach" to purchase individual components. The 3 main component parts are: 1. Polarized-Media Air Cleaner 2. UVC/UVV Germicidal/Oxidizing System 3. Bypass HEPA System

The Primary Sales Method:

- Sold as an upsell by the technician; who was already in the customer's home to make repairs, or perform maintenance and service on the existing HVAC system.

The 3 BIGGEST Challenges:

1. Finding a consistent and STRESS-free way for Techs to transition a service or maintenance call, into a conversation with the homeowner about indoor air quality.
2. Getting the Technician to consistently make a presentation on every service call, to affect a sale.
3. Grabbing the homeowner's attention, and then showing them WHY they needed to be concerned about indoor air quality in their home. (**Brochures were NOT creating a compelling buying motive.**)

"When I first saw the Perfect Persuader video book concept I was one of the naysayers, I didn't think it was a big deal - because we were already training our Techs on how to do what the video book does. I thought - how many tools do we really need?"

But my training team saw it differently - "Steve you're right we have all the tools, and some guys do it (less than 10%) But what about the other guys (the 90%)? We're still missing something!"
-- Steve Mores, VP of Training and Sales for Dynamic Air Quality's Residential Division.

The Results:

Before - the Perfect Persuader Solution, our sales growth was about 40% a year.

After - We added the Perfect Persuader Solution, **our sales growth has increased 300%.**

~~UN~~Solved!

"Focus on the solution, not on the problem." -- Jim

These pages are about giving you new perspectives, insights, and tools to dramatically increase your in-home sales, in today's changing marketplace.



Many of the thoughts, and insights come from Steve Mores, the VP of training and sales for Dynamic Air Quality's Residential Division. Steve is an incredible example of a 30+ year HVAC executive who was dedicated to listening to his team, and finding the ultimate solution (the missing piece) to his company's problems. Even when those solutions were initially - outside his comfort zone.

Steve needed a solution to solve this frustrating money sucking problem:

- ✓ Less than 10% of Techs like to communicate and sell, but 90% don't or won't.
- ✓ How do I get the 90% to consistently transition a service or maintenance call, into a conversation with the homeowner about indoor air quality, and make a sale while they are still in the home?



Why Brochures Fail - in Today's Video Driven World:

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. (Insivia)



"The Balancing Act and Barriers Your Techs Have to Deal With, To Sell a Product - Their Customers Have NOT Asked For!"

Your Tech must balance these things...

- ✓ "How do I confidently transition the conversation to IAQ, and not look or feel like a sleazy used car salesman?"
- ✓ "Do I have the time to educate the customer BEFORE I need to go to my next appointment?"
- ✓ "How do I get them interested in reading the brochures? What if they don't look at them?"
- ✓ "What do I say, and when do I say it?"
- ✓ "How do I prove our products are great?"
- ✓ "How do I keep them from getting lost looking at our website?"
- ✓ "Is all this worth the effort?"



And then be prepared for EACH type of Prospect

Every time your Techs go into a home, they deal with prospects that fall into one of five categories.

1. About 5%: I Can't wait to buy what you're offering.
- Reaching the Untapped 80% of Prospects --**
2. About 25%: I'm open to buying, but I have NOT really started searching or considering my options
3. About 40%: I have NOT been thinking about it
4. About 15%: THINK they're not interested in your offer.
-
5. About 15%: KNOW they're not interested in your offer.

The Missing Marketing Piece is giving the untapped 80% a Buying Motive Today, so all the Tech needs to do is answer questions.

"Effective in-home marketing MUST create an immediate **BUYING MOTIVE** in your customer's mind, so they want to ask questions about your solution ... and hardnosed selling techniques are not needed."

- Devin Herz, Founder HVAC Perfect Persuader

"After 30 years in the HVAC business, I believe there are 3 types of Techs."

-- Steve Mores, VP of Training and Sales for Dynamic Air Quality

The Top 10% or the "YES Guys" who like selling:

- ✓ We call them the high-end guys, because they love to communicate with their customers, and enjoy the financial benefits they get from making in home up-sales.
- ✓ They can take the trainings we provide and put them to work right away, as long as they have the time on the home visit.



The Bottom 90% / Made up of 2 groups

The "NO Guys"

- ✓ These are the old timers who just want to "FIX Things."
- ✓ In most cases they won't try to sell, no matter what you give them.

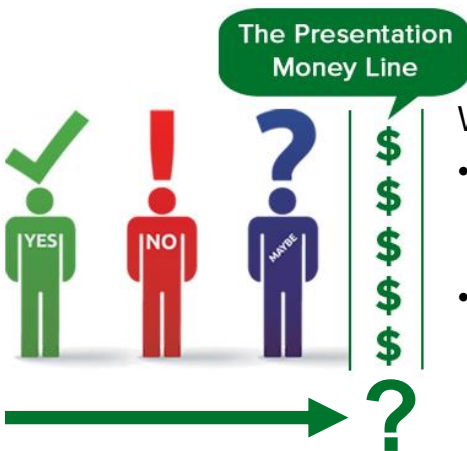
The "MAYBE Guys" (The largest and most frustrated percentage of Techs)

- ✓ They want to earn extra income, like the "YES Guys."
- ✓ They don't want to be close minded and give up like the "old timers."

Our goal is to significantly raise a contractor's net revenue. We knew we needed more presentations ... but we didn't know how to make it happen consistently.

When we started this is all we knew:

- No matter who goes on the service call, a "Yes Guy," a "No Guy," or a "Maybe Guy" your costs and overhead are the same.
- If you want to **make BIG additional net profits** on every sales call you have to make it EASY for the Techs to cross the "Presentation Line" and at least make an effort to talk about Indoor Air Quality.



"And we were willing to spend \$100,000's of dollars and **years of trial and error** to find the missing piece to consistently make it happen."



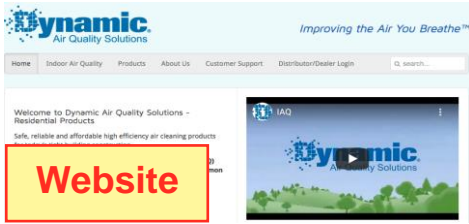
"These are the Tools and Trainings we were using BEFORE the Perfect Persuader - **that were NOT getting us the growth we were looking for.**"

1

Case Study Examples

Showing the Proof & Credibility Our Products Work from Our Commercial Installations and Research Studies

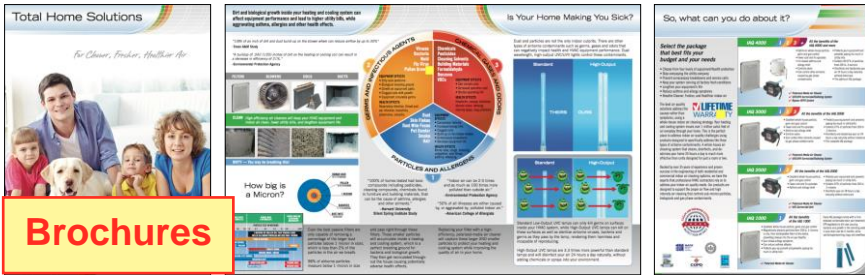
2



Website

Consumer Oriented Website with Video - including our Scientific Achievements

3



Brochures

Beautiful & Expensive Information Packed Brochures and Product Explanations

Expensive EXTRA Steps Dynamic Invested In - To Help Residential Techs Sell More

4



Live Classes

In-House Trainings with the Contractor's Techs by 1 of our 9 Regional Trainers

Including:

- Tech Training
- Sales Training
- Tech 1 on 1 Role Play
- Riding with Techs on

5



Online Training Website

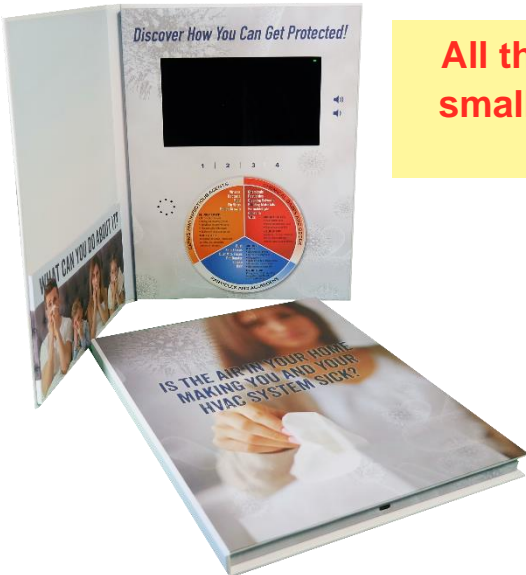
Indoor Air Quality Online Video Training & Certification Portal Includes:

- Detailed Video Trainings
- Exams
- Certifications

All these tools, all this investment, AND we still only had a small percentage of Techs making sales (less than 10%) ... until March 2020

We started working with Devin Herz @ HVACPerfectPersuader.com and created a beautiful 9" x 12" video book with 4 videos to educate the viewer.

the results from our initial 100 players was amazing .. It worked so well we ordered an additional 200 units a couple months ago and just now ordered 200 more!



"We decided on a 4-part video presentation BECAUSE we wanted **3 GUARANTEES.**"

- ☑ Make it easy for any Tech - to transition their service call into an indoor air quality discussion.
- ☑ To instantly grab the homeowner's attention, create an instant buying motive and control the messaging, without sending the homeowner online to get lost or shop our competition.
- ☑ To position the Tech as a knowledge resource instead of a salesman, and to provide a "Perfect Presentation" every time so we could get business from the untapped 80% of prospects.
-- The 25% open to the idea, but not actively searching + the 40% who had NOT been thinking about (IAC) + the 15% who initially think they would not be interested. --

This is Dynamic's 4 Video - Perfect Presentation Sales System

The Perfect Persuasion Pieces



The Cover:

- Create Curiosity with
- **The BIG Engaging Question**
- Just open the cover to find out
- Typical Response "WOW this is cool!"

Video #1 Homeowner's BIG Problem

- **Explain WHY You should be concerned** about: dust particles, allergens, germs, viruses, gases, and other contaminates. (COVID)

Video #2 The Proven Solution

- **The solution is to address the cause, not just the symptoms**, and fortunately, it's likely a LOT easier than you think.

Video #3 Social Proof - It Works!

- **Testimonials**
- Empathy for a range of health issues
- Why I'm glad - I bought the whole system instead of just a part.

Video #4 The Buying Call to Action

- **Positioning the Tech - as an educator** instead of a salesman, **who can confidently answer all their questions.**

The Messaging in Each Piece

**"Is the Air
In Your Home
Making You Sick?"**

"The EPA indicates that our indoor air is 2-5 times more, and in some cases, as much as 100 times more polluted than the worst outside air."

"Now that you've seen everything that's contaminating your home's air you might be wondering what you can do about it." **Equipment Explained**

"Hundreds of case studies and 3rd party testings have **proven why our systems are effective...**

- Eliminate musty smells & germs
- Allergy & Asthma relief for my kids
- Peace of Mind Your Equip will last"

"We invite you to discuss the various configurations of products that might suit your specific home and needs best **with the trusted service provider that introduced you to this video book."**

Before the Perfect Persuader our growth rate was 40% a year.
After implementing the Perfect Persuader **our sales have increased 300% from March to Sept 2020.**

- Steve Mores, VP of Residential Sales

7 Surprising Things Steve Discovered About the Perfect Persuader System



Techs Love It & Use it.

When you impress your Techs, and your salesman - they appreciate it.

When we put the video book in our Techs hands, you can see their eyes light up.

"This is cool, you know this is going to make things a lot easy!"

We NEVER heard that about our expensive brochures or personal trainings.



Techs become FEARLESS! - No Transition Worries.

One of our biggest challenges was training the Tech on how to transition the service call into an indoor air quality presentation. **NO MORE!**

- As the Tech hands the homeowner the video book they say ...

"While I'm here fixing your system, we've got some really cool stuff here that, that you might be interested in. It's going to help the performance of your equipment and can keep your family much healthier."



NO MORE EXCUSES - about being too busy to make a presentation.

Before we would hear every excuse in the book about WHY Techs were too busy to make a presentation ... traffic, have to get to my next call, etc.

Now there's NO excuse. If you have time to do the work, you have time to hand the homeowner the Perfect Persuader Video Book. So the number of presentations we're getting every month - goes through the roof, and that means more INCOME.



Positive and Profitable RESULTS at every level.

As the manufacturer our sales have gone up 300% from March to Sept. 2020. Normally we have a growth rate of 3-4% a month or 40% a year.

Our contractors are seeing average tickets per service call go up, and that bump really adds to their NET bottom line, since the overhead was already covered with the original service call.

Techs at every level are making presentations & crossing the "Money Line."

- The top guys (the ones who were already selling) have seen their closing rates go from 10% to 13-15%. That's a 30-50% gain for them.
- The real increase in sales is coming from the "No" & "Maybe Guys" because now: #1 they are not afraid to make the transitions, and #2 they've got an easy tool to explain to a homeowner concisely and consistently, why they need our systems. EVERYBODY WINS!



Prospects Are Finally Paying Attention to Our Message (NO Distractions)

The Perfect Persuader video engages prospects in a "Fun and Cool Way" they have never seen before. People love it. The results PROVE it. All they need to do is open the book, no internet connection or special equipment needed.

We've spent a fortune on beautiful brochures, but they NEVER gotten this level of engagement with the prospects or with the Techs.

Using the video book makes the Techs proud of their company.

There's NO distractions. We have had videos online for years - but we would lose people trying to give them instructions, and worse yet - when they went online they shopped our competitors. Never happens with the Perfect Persuader.



The Tech and YOUR Company LOOK MORE PROFESSIONAL

The Perfect Persuader Video Book is a totally new experience for prospects. It has a surprise and wonder factor, people love. It's cool, high tech and user friendly.

We've found an amazing EXTRA benefit in prospects perception of the Tech and their company - CREDIBILITY: "If they're professional enough to put this stuff together they MUST be doing GREAT WORK on my equipment."

It actually helps build credibility across the board, not only for our indoor air quality product, but more importantly for the contractor / company and the Tech who brought them the presentation into the home. (Creates a TRUST Factor)



Repetition - Repetition - Repetition = Smarter Techs & Better Salespeople

The only weakness to visiting a Contractor's office and educating their Techs is the time available for repetition. That problem is solved with the Perfect persuader! We have Techs who have heard the Perfect Presentation 100's of times.

We've discovered an amazing - SURPRISING BENEFIT

Every time a Tech plays the videos in front of a homeowner, they hear it, it absorbs into their brains, whether they know it or not. Now they can say this off the top of their heads - which is great. (They would NEVER practice it 100's of times. LOL)

Even with our online training portal - we could NEVER get this level of learning into all our Techs Brains - it's an amazing system.

Book Your Strategy Call with Founder, Devin Herz at
www.HVACperfectpersuader.com



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