

"How We Consistently Turn HVAC Tech's Into Trusted Educators and Super Salesman, With 1 Short Training and 1 New Tool ... a True Story"

Case Study Executive Summary

The Company:

- KGG Consulting, a premier HVAC Manufacturer's Rep Agency needed a cost effective solution that would result in significantly more sales, for a client's "Total Home Air Purification System," by educating consumers on Indoor Air Quality (IAQ), and getting technicians to make more presentations.

The Product to Be Sold: The Dust Free® Active Air Purifier

- A compact, duct mounted, air purifier that is effective at reducing dust, dander, VOC's, germs, odors and other allergens, from the indoor air. The system utilizes ionic oxidation, negative ionization, and UV-C light to purify the air and surfaces. Installed into the supply plenum of the HVAC system.
- Technicians would have the product in their truck, for immediate installation.

The Primary Sales Method:

- Sold as an upsell or add-on 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 Challenges We Had to Overcome:

1. 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.)
2. Getting the Technician sales trained AND then motivated to consistently use their training to engage the homeowner in a discussion about indoor air quality.
3. Teaching the Technician how to educate the customer on the NEED for the product.
4. Getting the Technician to consistently make a presentation on every service call, to affect a sale.

The Results:

Before - the DMC Perfect Persuader Solution: 10% closing rate.

After - the DMC Perfect Persuader Solution: 50% closing rate.

"The Perfect Persuader made it easy for people who are more used to getting their hands dirty, to make a great sales pitch and close a sale or upsell.

It really has revolutionized what we're doing. The return on investment has been exponential!" - Rob Ambrosetti, KGG Consulting

Nothing is more expensive than a missed opportunity...

"I just can't believe it...
Our up-sell numbers suck! Again!"

"How can we be in 100 homes, and
NOT be getting more indoor air quality sales.
We're leaving a fortune on the table."

"Why aren't the techs making more sales?"
"Why aren't they making more presentations?"

"It's the same month after month, I feel like
I'm pounding my head against a brick wall."

"How the heck are
we going to fix this,
once and for all!"



We're going to
cover the cost-
effective solution
to this on-going
frustration, in
this case study.

3 Key Issues Are Pushing HVAC Companies to Look for New Proven Ways to MAXIMIZE Revenue - On Every Residential Service Call.

1. HVAC Leads Costs Are Going Up Significantly:

- Online advertising costs are going through the roof as more competitors compete for the same business. (On average, 41% of clicks go to the top 3 paid ads on the search results page.) (Wordstream)
- In 2018 Mediagistic Inc. reported; Air Conditioning Contractors of America (ACCA) analyzed (CPL) Cost Per Lead and discovered that the average cost for an HVAC lead is between \$250 to \$300.
- In 2019 JB Warranties commissioned a study done by DecisionAnalyst.com that showed **"The new customer acquisition cost for a residential HVAC customer is \$350."**

2. The HVAC workforce is changing, and many younger Techs are less sales oriented:

- The demand is bigger than ever, but It's harder and harder to find experienced technicians. It is estimated that the average age of an HVAC Technician is around 55 years old and looking towards retirement.
- Companies have to adapt to a younger workforce, if they want to stay competitive. What consistently motivates techs to learn new skill, accept training, sell, and stay with your company has changed dramatically in the last 10 years, as millennials replace older techs. Techs under 35 (Millennials) just think & act differently than owners and managers over 55, (Baby Boomers)
- Today Millennials comprise half of the American workforce, and that (%) will be 75% by 2030. **So, not only do you need to learn how to work with millennials, you have to learn how to market to them - too.**
- **Millennial Churn:** A whopping 91% of the Millennials stay in a job for less than three years and would work in 15 to 20 jobs over the course of their career! Millennials are always looking for better opportunities.

3. Internet access to "Google's instant information" has changed how people shop and buy:

- Today's customers are looking to solve problems, so how we approach a sale has to address that issue. "People don't like to be sold - but they love to buy." Jeffrey Gitomer (The King of Sales)
- "Salespeople can learn techniques, closes, systems of selling. And none of them are more powerful than someone wanting to buy. In fact, all of them are useless if someone doesn't want to buy or is afraid to buy or doesn't like the person he or she is buying from. **Buying motives are a million times more powerful than selling skills."**

The Challenge:
**Finding the Missing Piece to Create
In-Home Customer Engagement &
Consistent Sales**



Rob Ambrosetti, the Training Director for KGG Consulting needed a new solution, to a BIG problem.

He represented a HVAC manufacturer with a great indoor air quality product, made even more desirable by the Coronavirus.

We relied on traditional in-person training methods, where the distributor and the contractor had to learn the information themselves, and then transfer their knowledge to their techs in the field. Even with notes and sales brochures they were not getting much traction. "**We were missing consistency.**" Because everyone taught it to their techs, in their own way."

"The techs are the ones who have to make the sales pitch.

Although they were having some success, with around one sale in every ten customer visits, there was still a problem - preventing sure-fire results." - **Rob Ambrosetti,**

Training the techs on the technical aspects of the product was easy, because that is what they were trained for, BUT training, motivating and giving them the confidence to sell - was another story.

We've found that techs are happy to answer questions when their customers ask, but skillfully starting a sales pitch is not something most techs are comfortable with. And with constant employee turnover, even getting new techs the sales training, they needed, was becoming an issue.

The truth is ...

The techs are invited into a customer's home for one job, now we're asking them to do 4 additional jobs, while they are there ... and NOT offend or irritate the customer.

1. Bring up the topic of indoor air quality,
2. Educate the customer on WHY it's so important for them to have it in their home today,
3. Answer all the customers questions, overcome any objections, and
4. Write up the sale, on top of the other services they were there for and get to their next appointment.

What Rob wanted, was something that made delivering a polished pitch a no-brainer for the technicians and gave them the confidence to be able to make it happen, every day, on every service call.



Devin Herz



Creator of the HVAC
Perfect Persuader

This case study is about Devin's project with Rob Ambrosetti, a Channel Development and Growth Strategist, and the Training Director for KGG Consulting.

You may know Rob from his HVAC pod cast "Rep Talk."
<https://open.spotify.com/show/1e4K1INb1XULkQSAhqcxl7>

Rob is a certified specialist in Indoor Air Quality and has been deeply involved in the HVAC business for over 20 years.



Rob Ambrosetti



devin@yourdmc.com | 813.579.9540 x101

The Solution: "The Perfect Persuader"

No Internet Needed, In-Home Video Persuasion System



"If I wish I had a dollar for every time I saw the reaction of an HVAC tech when they saw the perfect persuader video brochure."

"As soon as they see it, their faces light up. They're like - 'Wow! How do I get this?'"

- Rob Ambrosetti

The Perfect Persuader is a custom branded video brochure, in a hardbound book or folder, **that automatically starts playing your message** the second the customer opens it.

It includes a state-of-the-art, built-in micro-thin LCD video screen, hard drive, speakers, and controls - and runs on a rechargeable battery. (Recharging is done through a provided USB cable.)

The system does NOT require an internet connection, a computer or smart phone.

AND because the video starts automatically ... **it does not require anyone to turn it on for your customer.** Customers love the "Cool Factor" they experience when they open the device, and it starts talking to them.

The Perfect Persuader's Super 6 - Strategic Advantages

1. Instantly gives your customer an immediate "Buying Motive" for your product or service.

- In Rob's case we used a 90 second "Information Presentation" that taught the homeowner 10 reasons WHY they need to be immediately concerned about the indoor air quality of their home.

There are 4 types of presentation types you may want to consider
Informative / Demonstrative / Persuasive / Inspirational

2. Creates an engaging one-on-one presentation - your customers will NEVER forget.

- Above all, the effect of videos is so much more impactful on viewers compared to when they look at still images and brochures. Studies have shown people remember you and your information much longer when they see and hear it, instead of just reading or looking at it.
- The Perfect persuader creates a fun, positive and memorable experience, and by combining sight, sound and motion with physical touch, engages more of your customers senses, attention & memory.

3. Your presentation actually gets watched, and there's nothing competing with it!

- In today's online world people are generally lazy and easily distracted. When you tell someone to go watch your video online, 95% will NEVER do it, or they won't get all the way through it.
- And to make things worse, if they are using their own phone or computer, there's a 99% chance they'll "shop you" while they are online to see what your competitors are offering. **That's the advantage of the Personal Persuaders offline presentation system.**

4. Helps make "average salespeople" **GREAT!**

- **The perfect Persuader takes the STRESS out of selling ...** by automatically doing the 2 hardest things for most technicians; bringing up the sales topic, and then consistently educating the customer on the reasons WHY the topic is so important.
- **Your tech's mind set changes:** There's less fear and intimidation because they are using a cutting edge piece of technology that does the hard work for them ... putting them into the comfortable and natural position of **"EDUCATOR & SOLUTION PROVIDER,"** instead of a commission salesman.
- **You'll finally have consistency ...** because the perfect persuader, never gets tired, never forgets to say all the right things, and never is in a bad mood from fighting with traffic or their spouse.

"With the Perfect Persuader, we have now have standardization ... Where the rubber meets the road is that conversation the Tech has to have - to help the customer understand the WHY! Not all Techs are comfortable talking about, first of all, indoor air quality, and secondly, about the technology that's used to keep the air clean."

- Rob Ambrosetti

5. Creates a fast start for new Techs, and saves you time, money, and frustration in Training.

- You already know "Training" is time consuming and expensive.
- **Before the Perfect Persuader,** Ron and every HVAC company had 2 trainings to give every tech: (A) The technical side of his Indoor Air Quality Products (quick and easy because the techs already understand HVAC systems.) And (B) How to engage a customer, how to explain the need, and how to pitch the product ... a much more complicated and involved training, and a much harder skill set to master.
- **The Perfect Persuader eliminates the need for 90% of the sales training,** because it positions the Tech as an educator, who simply has to answer the customers questions, instead of a master salesman.

6. The Perfect Persuader "Cool Factor" - is an amazing recruitment and retention tool.

- Great Techs with good attitudes and a solid work ethic are harder and harder to find. And younger techs (millennials) are harder and harder to keep.
- You want sales, and your Team wants more income ... the Perfect Persuader is the easiest way to distinguish your company from your competitors, for both your customers and your Techs.

The Results:

Exponential ROI - "The return on investment has been exponential!
it works great for our HVAC contractors. It really has revolutionized what we're doing.

It's made it easy for people who are more used to getting their hands dirty, to make a great sales pitch and close a sale or upsell," - Rob Ambrosetti



Schedule Your Perfect Persuader Discovery Call with Devin Today!
HVACPerfectPersuader.com

From a 10% Close Rate BEFORE Perfect Persuader To a 50% Close Rate AFTER Perfect Persuader

Concept Testing	July-Aug 2019	(22 Trial Units)
Then Customer Branding and Custom Design added:		
✓ Campaign #1	Sept 2019	(100 Perfect Persuader Units)
✓ Campaign #2	Jan 2020	(100 Perfect Persuader Units)
✓ Campaign #3	Mar 2020	(100 Perfect Persuader Units)
✓ Campaign #4	May 2020	(100 Perfect Persuader Units)
✓ Campaign #5	Aug 2020	(500 Perfect Persuader Units)

Over 900 Perfect Persuaders in the field working every day.