



Case Studies - HVAC Industry

“Maintenance Program” Building long term relationships

Client

A HVAC contractor in the Southeastern part of the United States.

Challenge

With our present economic situation, all businesses should be concerned with their current expenses and should be analyzing available data to see where they can cut unnecessary costs. Knowing this, our Client decided they needed to adopt a more aggressive marketing strategy that focused solely on maintenance agreements. In addition to providing top-notch service to their existing customer base, they needed to differentiate themselves in the marketplace to attract new business.

Solution

Our Client decided to implement a program that allowed the account representative to offer a no-cost analysis of their maintenance agreement/contract to new clients. With each meeting, they are evaluating the business maintenance contract and the building at no charge to the business. The hope is to start a relationship building process with businesses to gain their long term business.

To engage new businesses in the meeting, our client had certain criteria that needed to be met. They were seeking buildings that had a certain requirement for square footage under air. They were also seeking businesses that either had a maintenance contract in place - as well as those that had an in-house team, but were considering outsourcing to a maintenance company.

The marketing strategy promoted the program through print and internet materials. They utilized our cold calling and telemarketing services to further penetrate their market. Rich Enterprises provided qualified appointments and sales leads for the client and talked directly with titles such as General Manager, CEO, Maintenance and Facility Manager, Owner and others in upper management.

The goal of the program was to get contacts excited about cost conservation and the end goal of saving money. The client's sales force conducted the in-person appointments to further educate prospects and secure new contracts.



Based on the impact and success of the program in its first year, the Client increased the size of their campaign. This program started out at ten hours per week and increased to 80 hours monthly. As they observed many of their competitors going out of business due to a tough economic climate, the client opted to increase hours once again to 160 hours per month to secure those un-serviced accounts. The overall length of time for this program is ongoing. We have provided services to this company for 36+ months.

Results

The benefit to the Client was penetration of its existing customer base while increasing their sales pipeline and gaining customer retention.