

HOW TO GROW YOUR ANNUAL REVENUE BY 30%



ENTERPRISE
SELLING SOLUTIONS

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If you own an HVAC business, then you need to know what you can do to get the best results for your business and advance your business goals. But keep in mind that it's not enough to know what to do — you have to apply it, too. If you want to grow your HVAC business, consider these five proven methods to grow your revenue by 30%. Then, once you're done reading this, get to work figuring out how you can work these things into your business model.



1. PROVIDE FINANCING OPTIONS

If you want to make more money for your business in a way that requires virtually zero effort on your end, then provide financing options. Financing is such a simple way to close more sales, but many HVAC businesses don't bother with it, despite the fact that HVAC financing options have been known to increase closed sales by 10% and installation tickets by 25%. So don't miss out on numbers like these. Figure out how to provide financing options and then do it!



2. GIVE YOUR CUSTOMER CHOICES

Decision fatigue is real, so your customers don't need 20 options. But they do need a few in the form of tiered pricing options. Most HVAC businesses only offer three options, which means customers typically pick the middle option. We take it a step further and recommend four options: good, better, best, elite. Why?

Well, it's mostly psychology, but it also boils down to what your customers need and, ultimately, what they can afford. When you have four options for them to choose from, their choices are clearly laid out for them. At the same time, they can also see the advantages of upgrading from one tier to the next. So do yourself — and your customers — a big favor and give them the chance to go big or go home if they so choose.



3. OFFER MAINTENANCE AGREEMENTS

Steady recurring profit is often the key to increased revenue for HVAC businesses. If your technicians properly present the benefits of a maintenance agreement to your customers, then your customers will probably buy it without hesitation! The alternative is that they'll call around to get second or third opinions, but do you think they'll really do that? Probably not. It's easier to just say, "Yes" in the moment when they're already buying something else.

If you're hesitant to offer maintenance agreements, then think about this, too. Maintenance agreements connect your customers to your HVAC business. This means they produce additional work throughout the year, big and small. It also puts your HVAC business as the first choice when it comes time to replace your customer's equipment because they already know and have a relationship with you. Maintenance agreements matter. Get one, price it right, and sell it well.



4. GENERATE PROFESSIONAL PROPOSALS

For some reason, most HVAC businesses just don't like to change with the times. That means many are still using the old pen-and-paper method to create proposals for customers. However, the HVAC industry is subject to change, just like everything else, and the industry has become increasingly competitive in recent times. If you want to survive, or surpass your business goals, then you have to find ways to stand out from your competition. One business move we cannot recommend enough is generating professional proposals.

How do you do it? The best route is to get HVAC proposal software. It's quick, easy, and adaptable. You can use the same template and change it as needed for each client. When you're ready to hand over the proposal, it'll be crisp and clean, not to mention likely lightyears ahead of your competitors. When a customer has to choose between the HVAC business that provided scribbled estimates on a ripped out piece of paper and the HVAC business that generated a professional, digital proposal, who do you think they'll choose? That's right: you. Trust us when we say that HVAC proposal software is an investment worth making.



5. RECOMMEND IAQ PRODUCTS ON EVERY PROPOSAL

Don't think of it as an upsell — think of it as an upgrade. IAQ has a big impact on health and comfort, so when you recommend IAQ products, you're providing something your customers will actually benefit from. This is especially true for households that have small children or sufferers of asthma, allergies, and other health problems.

So what can you recommend?

We suggest inverter technology that allows the HVAC system to operate down to 40% of its capacity, creating higher efficiency while increasing humidity removal and making the customer more comfortable.

You can also recommend humidification, which raises the level of humidity in the air above the danger zone where viruses can penetrate mucous zones in the nasal passages of the occupants. There are many types of humidifiers your customers can choose from, and you can guide them toward whichever one best fits the application in their home. An added bonus to this IAQ product is that humidification requires maintenance, so it will need attention at least twice a year (which more than likely means more service calls for you).

YOU CAN GROW YOUR HVAC BUSINESS BY APPLYING THESE TIPS



At Enterprise Selling Solutions, we help HVAC businesses increase their revenue by improving their selling process and bringing efficiency to their departmental functions, communications, and contributions. We believe in keeping things simple and honest so you can do the same for your customers. Don't fall into the trap of believing you can't increase revenue at your HVAC business. Apply these tips into your business model and watch your profits rise. And if you need help finding a good HVAC proposal generator, [get in touch with our team](#). We'll set you up with software you'll love.