

- Simple Sales Strategies
- Does ACCA Have That?
- The Art of Management

Letter from the Executive

By KeeAnn DeVora

Hello Friends,

Whew, it's hot! And we in the HVAC industry know what that means – busy, busy, busy!

It's hard enough to keep up with business, much less worry about all of the other details that come with this time of year.

That's why I hope you're enjoying ACCAdeemics. Relevant industry news and know how is at your disposal – and you didn't have to lift a finger! It's just another benefit of being a ACCA SAN ANTONIO member.

As the weather – and business – continues to heat up, let us know if there's anything we can do to make the busy season less stressful and more successful. We're here to make the Chapter work for you.

KeeAnn DeVora
Executive Director

Marketing

Close More Sales This Summer with Top Closing Techniques

By Adams Hudson

Ever feel like you're a professional presenter? You know, going into home after home, watching homeowners nod in agreement, being friendly, and asking you to "Leave your quote. We need to think about it."

Since the average HVAC sales closing ratio is 32%, that leaves 68% who do just that. Here's how you boost your closing ratio:

1. **The Presentation** is when you gather the info you'll *need* to close. This is generally done with a "Home Energy Survey" (do *not* ever call it an estimate!) The answers to specific comfort and price questions then go to "build" the prospect's new system. You'll use Trial Closes at this point to gauge interest, and a powerful *Presentation Binder* to allay fears and make comparisons to other products, even competitors.
2. **The Proposal** is where you "reframe" the prospect's exact answers and put them on your proposal form. Your form had better be like a "sales script" and not some generic form that only you can follow. Fill it with guarantees, benefits, and comfort statements. It's best to show the prospect a "good, better, best" approach to pricing, with "best" clearly being a superior choice. Then you go right into...
3. **The Close.** If you've done your presentation properly, you *eliminated* the objections on "thinking about it", "price is too high" and "our system works fine", so the close is natural. The Return on Investment close is one of my favorites.

You simply show the prospect how much the new system costs versus the percentage of return in energy saving, and finish with:

"Since you know that each day you delay costs you more, and we have a system your size in stock, doesn't it make sense to start saving now?"

Summary: Present your solution as a service to prospects, and close on the strength of those solutions. If a prospect doesn't close on the first attempt, you can leave them a "Best Value or \$100 Cash Guarantee" form which also guarantees a call back to you for another try. Generally, those who get called back get the job. Good selling!

Adams Hudson is ACCA's National Marketing Partner. You can request his free marketing ezine and free marketing reports by emailing FreeACCAsstuff@hudsonink.com.

Simple Sales Strategies

Smart Summer Marketing

Okay, let's get the bad stuff out of the way first. It is my understanding that many contracting professionals are hiding out because of "the economy" – and that in many places the mercury refuses to rise. That means you'd better have a "better than ever" offer to get attention. I've discussed various methods of signage for yards, vehicles, follow-up mailers, on-hold messages and more, but today I only want to focus on one:

Send a high quality postcard with a well-placed *image or customer retention message* (not a hard-driving 'sales' message). This type of card gains credibility, sales, referrals and great TOMA (top of mind awareness). Plus, postcards require no envelope, can be metered, and are very inexpensive to print. They can be out to your entire database almost immediately. Other ways postcards stand out:

- First, your competition is likely *not* doing this, thus you get differentiation points.
- Next, you'll save on postage because postcard rates are a little more than half the letter rate. (I prefer oversized postcards at a higher rate because of more "selling space" which offsets postage several times.)
- Thirdly, a well-written effort boosts credibility, sales, referrals and builds TOMA (top of mind awareness). (You can see free samples at www.hudsonink.com.)
- Last, postcards require no envelope, can be metered, and are very inexpensive to print. They can be sent out to your entire database almost immediately.

Take control. Don't expect the weather to bring you customers, and don't merely hope they'll remember your name from last season. Put your name in their mind and narrow the chances that they will seek the Yellow Pages – where all your competitors are.

Your customers are waiting to hear from you. They need to be reminded of your service and relationship. Last time I checked, they still use their air conditioner, sinks, toilets, lights, plugs...you get the idea – now use it to add sales to your bottom line.

Remember, the summer sales season can make or break your business. Don't wait on the weather or "hope" your customers remember you. Make sure it happens by driving your name farther into the market to get more leads, sales, and profits. The calls are out there. Make sure they're coming to you.

"I Wonder if ACCA Has That for Me?"

Did you know that several of ACCA's manuals are available with on-the-go accessibility? ACCA is making some of its products and technical manuals available in e-book format. They chose the Kindle format because you don't need a Kindle to read it – you can download free Kindle reader apps for your computer, BlackBerry, Android phone, iPhone, iPad, and more. To purchase Kindle versions of ACCA products, visit www.acca.org/acca/mobile-apps.

Yeah. ACCA has that for you.

SmartWords

"Business is a combination of war and sport."

Andre Maurois

Product Spotlight

Manual J Residential Load Calculation (8th Edition - Full)

MJ8 produces equipment sizing loads for single-family-homes. This new version incorporates the complete MJ8-AE volume in a user friendly format. It provides quick supplemental details and advanced topics as well as supporting reference tables and appendices. Get yours right now at www.acca.org/store.

ACCA Benefit Highlight

Ask The Experts

ACCA Members Only: Our members have access to some of the industry's top experts for answers to your general questions about HVAC system design and technical troubleshooting, as well as legal experts in the area of human resources and employment. We maintain a library of answers to the most frequently-asked (or most interesting) questions we receive, for all of our members to benefit. Read the questions or ask your own at www.acca.org/members/ask.

The Art of Management

5 Laws to Govern Your Business

Imagine a business without management. Employees come and go as they please. Customers may or may not be serviced in a timely, efficient manner. Records are virtually nonexistent. No rules, no structure. A business without management *isn't* a business – it's a disaster. Here are a few things to help you manage your business with finesse:

1. **Don't be a know it all.** Hire people with the expertise and let them run their departments. Too much of your strong-armed suggestions on matters out of your expertise can cause failure.
2. **Live within your means.** Keep decent office space and an overhead that works. Cut needless expenses. Look at Yellow Page ads, overnight postage, long distance, and expense allowances. Use the money you save on growing the business.
3. **Be a service maniac.** Bring an extra filter, clean up when you leave, stay to make sure the furnace works right. Call after the call to see if everything is still working right.
4. **Patience pays.** Never give up on your proposals. Too many contractors give the proposal to a customer and don't take another step to follow up. Call your prospects and don't give up.
5. **Use silence when negotiating.** If you listen carefully at first and ask some probing questions, the prospect is going to tell you what it takes to sell him. Then you just reformulate the customer's needs or problems into the form of how your company can supply those needs. You've got the sale.

Rule Breaking 101

"Being good at what you do means you will be successful."

False: That is the greatest myth in all of contracting. If you're great at what you do and no one knows, how does your talent translate into profits? You *must* get your name out there through any means necessary – including advertising, testimonials, and publicity.

News Flash

The Latest from ACCA National

Residential Epic Training

Arlington, VA

July 12-15, 2011

This class, taught by ACCA technical consultant and author of the industry standard Manual J Hank Rutkowski provides three and a half days full of instruction in residential heating and cooling system design principles using ACCA's industry-standard manuals and materials from the ACCA Environmental Systems Library.

Manuals and other course materials received include Manual J (Residential Load Calculation), Manual D (Residential Duct Systems), Manual H (Heat Pump Systems), Manual P (Psychrometrics), Manual RS (Comfort, Air Quality, and Efficiency by Design), Manual S (Residential Equipment Selection), Manual T (Air Distribution Basics), Manual 4 (Perimeter Heating and Cooling), Manual TT-102 (Understanding the Friction Chart), and Duct Calculation Slide Rule. Tuition does not include food or lodging.

You can learn more at: www.acca.org/store.

News & Events

July

- Residential EPIC Training – Arlington, VA (7/12-15)
- ALNOR EBT 721 FLO-HOOD Presentation (7/14) TD Industries

MITSUBISHI MINI SPLIT SYSTEMS
Presentation- (7/20) TD Industries

Board Member Meeting (7/19) OKRENT

Monthly Member Meeting (7/21)
The Club at Sonterra

Hot Topics Now

Heating Up...

- It's hot and you've got the answer. You're offering home comfort solutions (i.e. replacements systems, etc.) with financing options and discounts with your Maintenance Agreement plan.
- You're meeting customer needs and going the extra mile to insure satisfaction. Use all of this to your advantage in a high-margin Image campaign.



turn to the experts 

MORRISON SUPPLY



Thank You for your continued support!

New Member Corner

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Mr Frosty
Larry Boyd

Mr AC
Charles Sagray

Granger
Ryan Knuppel

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2011 Golf Tournament Winners

1st Place Net
Don Rackler
David Bucci
James Steubing
Preston Dixon

2nd Place Net
Clint Doege
Scott Johnson
Chester Bull
Kasey Smith

3rd Place Net
Darrell Bercher
Eddie Garcia
Backy Garcia
Kirk Stephenson