



Inside Sales Newsletter



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Commercial HVAC Appointments

Rich Enterprises is pleased to serve the HVAC industry. Our cold calling services allow your outside sales reps to focus on closing, while we focus on lead generation and appointment setting. We help your business obtain new HVAC maintenance agreements within your HVAC service area.

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**Articles Specifically Developed for
HVAC, Refrigeration and Mechanical
Inside and Outside Sales Managers.**

The Art of Being Direct

By Tracy Rumsey (Staff)

Being the best sales person in the business will take you to the top but one of the traits that make you the top HVAC sales person is being direct.

What is the definition of direct? Direct is to ask specific questions or get directly to the point. Directness does not need to be equal to brashness or rudeness.

When making Mechanical sales calls, ask the questions that will benefit you in closing the sale. It might not benefit you today but will give you much needed information for long-term sales.

Examples might be:

1. Are you having any issues with your HVAC/Refrigeration equipment?
2. When does your budget cycle begin and end?
3. Do you have a contract in place?
4. Who is the final decision maker and when/how can I speak with them?

A bad opening sentence to lead with when following up with a perspective or current customer is "Hi Mr./Mrs Jones "Just checking in". Use something like this: Hi Mr. Jones, you and I spoke two weeks ago and you seemed to be very interested in the services that we have to offer. I have a few more ideas to share with you, do you have a few minutes to continue our conversation?"



Being direct will save you and your customer time. Get to the point of the conversation and ask strong questions to gather the information that you need without being harsh. If you can master this art, you are likely to see your sales increase and find much stronger rewards in your HVAC business!

Rich Enterprises Inc provides marketing programs that get to the point. Our program outline possible scenarios that help our team get the answers you need for a successful encounter.

Contact us to help with your next marketing program (888) 443-5247.

About Us

We have worked in the HVAC industry since 2005 and have helped heating and air businesses across the country by providing **new sales leads** and **qualified appointments**. Our services include cold calling, telemarketing, lead generation, appointment setting, and lead qualification.

Please do not hesitate to [contact us](#) if we can be of service.



(888) 443-5247

www.HvacInsideSales.com