



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.

Does HVAC cold calling work?

By Tracy Rumsey (Staff)

I have to say yes!

Cold calling is effective way to gain access to decision makers and key player executives. HVAC sales people need to approach cold calling differently -- and should use cold calling to cultivate an internal referral and not to initially call the key player. Why not?

A survey of senior executives was conducted to determine under what circumstances they would respond to a contact from an unknown salesperson. Responses showed that eighty percent (80%) of senior executives are unlikely to ever respond to an inbound sales call. Not great odds. Other than golf, not many people enjoy an effort that yields such disappointing results.

The executives surveyed further indicated that the most likely way to gain access to them is a referral from someone inside their own company. Eighty-four percent (84%) will always or usually respond to an internal referral.

Can you use cold calling for other Mechanical and Refrigeration contacts? Yes. Many contacts that are in the industrial type business conduct business via phone or email.

HVAC Inside Sales provides marketing services that include: cold calls, warm calls, lead generation, appointment setting as well as market research. Not every business needs all types of marketing services. Contact us to create your customized marketing program at (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.



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