



# Inside Sales Newsletter



## In This Issue

[Name dropping for your HVAC marketing campaign](#)

### 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.

### Quick Links

[HVACInsideSales.com](http://HVACInsideSales.com)  
[Primary Website](#)

[Contact Us](#)

### Connect with us!



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

### ***Name dropping for your HVAC marketing campaign***

***By Tracy Rumsey (Staff )***

By: Tracy Rumsey

Building a solid name for your HVAC Company is important to your long term business success. Your company name stands for who you are and what type of products and services that you represent. Having a great client base and excellent references is a must have for future business.

In most buying situations, we as consumers choose businesses that we know have great track records and are known for honesty with solid company reputations. Most of the time we will accept a referral from someone we know before we will use an unfamiliar company.

Use the benefits of references for marketing your Mechanical business. Consumers and business owners like to be provided information about other companies you are currently doing business with.

#### **For example:**

"You know Tom; we are currently providing all preventative maintenance services for McDonalds and can do the same for your business." Using big company names can give your HVAC Company name recognition sooner than later.



Each of us in the business world understand the hard work and dedication that is required to build your HVAC business up to such standards that allow us to work with great companies and corporations.

In order to get your Refrigeration business name out there, use all of the tools available to promote your company. Name dropping and using referrals from happy clients is a great way to build rapport within the business community and build long term business customers.

Need ideas on how to create a marketing program? Contact us for all appointment setting, lead generation and new market research services. (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.



[www.HvacInsideSales.com](http://www.HvacInsideSales.com)

(888) 443-5247