



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.

Brainstorming to Overcome HVAC Sales Roadblocks

By Tracy Rumsey (Staff)

When making sales calls, you may sometimes feel that you're not getting anywhere or at a roadblock. One of the best ways I find to overcome a roadblock is to really sit back and evaluate the situation.

Some of the questions you may want to ask are:

- Do I have real knowledge of the Mechanical product that I'm marketing?
- Is the HVAC script that I'm using precise and maximizing my results?
- What objections are presented and are my responses (rebuttals) overcoming?

When you have answered all of these questions and are still not bringing in the results needed, you may find yourself brainstorming and thinking of ways to overcome these roadblocks. One suggestion would be to meet with others within your industry or sales office that can provide you with additional insight on approach and key talking points for your HVAC business.

Perhaps re-configure the script and come up with a better strategy to make your approach more conversation like instead of a true sales pitch. Make sure you are asking your Refrigeration prospect open ended questions to encourage dialogue. For example: "Hi Tom, what service would make your job easier? "or maybe " George, tell me what is your pain point?"



With knowledge, skill, perseverance, and consistency with your HVAC sales calls, you will be more successful in overcoming the roadblocks and achieve better results with your marketing and sales programs.

Are you encountering roadblocks or tough objections with your sales calls? Let us help! We have a seasoned team with an average of 22 years of sales experience. Our team loves to cold call and overcome even the toughest roadblocks.

Contact us to start your next marketing campaign: (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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