

CASE STUDY – TECHNICAL BUSINESS 2

From no Staff, to Fully Staffed

An HVAC business that has been open for 12 years. They had 3 employees, each with their company truck. His spouse took care of the phones and the office. He was spending \$2,000 on a lead service per month and getting 10-20 leads a month. Also, spending \$500/m on social media ads, and maybe was getting 1-2 leads a week from them. Stated he received over 2,000 service calls a year. Did not have a maintenance program in place. The biggest problem was finding quality staff. Wanted to stop being in one of the trucks all day so he could go and get corporate business versus residential business.

In 3 months:

- He knew his numbers, but we showed him how to use his financial numbers to make better decisions in his business. This helped him save over \$5,000 a month.
- Analyzed his customers and found his marketing and website were not targeting them. Created 2 landing pages that focused on his target market, which led to an increase in leads.
- Found out most of his leads come from 2 social media sites. Created new ads and redirected his \$500 spend to those sites, which led to an immediate increase in leads.
- Worked out a program to bring on interns from the local tech college, so they can get real-world experience, and then he can groom them to work for him.
- Implemented a preventive maintenance program to smooth out his ups and downs of revenue during the seasons. Used some of the funds from the lead service and created a marketing program directed to anyone that he has ever spoken with. This led to over 100 people signing up for his annual preventive maintenance program.
- Created a referral program and started implementing that right away.
- At the current pace of new business, he had to purchase another truck in anticipation of his new staff.
- Had his spouse start researching and reaching out to potential commercial clients and was getting first meetings booked.
- He was starting to see the vision of how he wanted his company to come to life.

Would you like to know the kind of results we can get for you in your business?

Then contact us today for an introduction call. <https://calendly.com/sfeld/30min>

QUOTE: “Steve helped me realize my main goal in the business – get out of the field. To stop working in my business and start working ON my business. I am enjoying being a business owner and get out in the field when I want, not because I have to.”