

3 Actionable Tips to Grow and Scale Your HVAC Business



01 Purpose

02 Core Values

03 Find your A-Clients

This e-book breaks down 3 core components required to scale your HVAC business. We have compressed over a decade of learning into a lean and mean, coles notes, brass tacks, and get-to-the point guide.

There are 3 activities and 3 videos.

If you start applying the concepts mentioned in this condensed guide, it will serve you, your team, and your business well. It will help you build a self-sustaining business that will grow without you needing to be involved in the day-to-day operations of your HVAC company.

Let's get started



Purpose

Simon Sinek's *Start with Why* is not only a great Ted Talk and business book, but the concept is now proving itself in the financial performance of companies around the world.

In *Corporate Culture And Performance*, Harvard Business School professors John Kotter and James Heskett show that over a decade-long period, **purposeful, value-driven companies outperform their counterparts in stock price by a factor of twelve.**

Profit is not a purpose, it's a result.





As leaders and founders of our organizations, we need to make it very clear why we're doing what we're doing. At Intrigue, our purpose is "Empowering leaders to strengthen communities" and it's why we get out of bed every day. We empower ourselves, our team, and our clients by helping them grow their lives, their businesses, and create stronger places to work and stronger communities to live in.

01

Activity:

Let's identify your HVAC company's purpose (10 Minutes)

Take out a pen and paper, or open up a word document, and answer the questions below.

-  What exactly does your HVAC company do? (No wordsmithing, no abstract descriptions, just the bare bones: what do you sell?)
-  How do you do it differently than your competition? (Again, keep it simple.)
-  Why do you do it that way?
-  Why is that important to you?

The final answer will give you some insight into your purpose and provide you with a platform for your marketing message to attract Awesome Clients (A-Clients) and Awesome Team Members (A-Teams).

Here's a quick video explaining this a little further:



Watch Video

<https://youtu.be/fvpw9qYYVHM>

Core Values

Core values are integral to ensuring that as growth happens, the culture you've built at your HVAC business remains intact.

Core values help your team by:

1. **Creating clarity on how decisions are made.**
2. **Indicating which behaviours are and are not acceptable.**
3. **Providing alignment in recruiting new team members.**
4. **Helping your leadership team identify rising stars.**

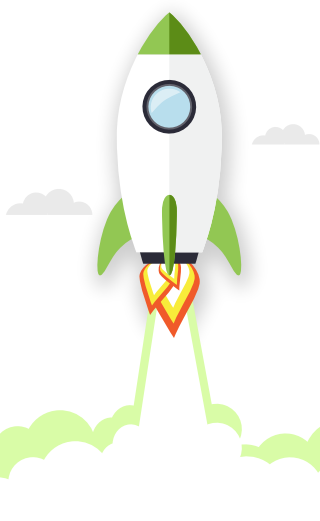
In Jim Collins' book *Good to Great*, core values are identified as one of the factors that help companies take the leap to great performance.

After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years. That was better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck.

02

Activity:

The Mars Test (4 Hours)



Imagine you are taking your company to a new planet and you can only bring your strongest team members to set it up.

Who would you take with you?

Identify the group as a small and strong sample of what embodies your company. This group are the people that 'get it'.

Once you have the group built, have them work on the following questions for a half or full day.

- 01 What core values do you bring to your work—values you hold to be so fundamental that you would hold them regardless of whether or not they are rewarded?
- 02 How would you describe to your loved ones the core values you stand for in your work?
- 03 If you awoke tomorrow morning with enough money to retire for the rest of your life, would you continue to hold on to these core values?
- 04 Would you want the organization to continue to hold these values, even if at some point one or more of them became a competitive disadvantage?
- 05 If you were to start a new organization tomorrow — outside of the HVAC industry — what core values would you build into the new organization?
- 06 Perhaps most importantly: can you envision these values being as valid 100 years from now as they are today?

Heads up:

This activity must have full support from senior leadership in your business and the results need to be taken into action once completed.

→ Use this worksheet resource for you and your team.

Here's a video on creating mechanisms inside your company to bring your values to life:



Watch Video

<https://youtu.be/dBEYCfEZlkk>

Find your A-Clients

With your purpose and core values in place, you have built the platform to scale. Now it's time to bring on more of your best clients, grow your revenue, and build your team.

A-Clients stands for Awesome Clients. These are the clients that love working with you, refer people to your business, smile when they see you and understand the full value of what you do for them. They're awesome!

The idea is to focus on these people, and these people alone.

The more you can focus on a specific type of client, the more relevant you can be to them, the more value you can deliver, and the better you'll understand them (and in turn, they'll understand you).

03

Something we hear many HVAC business owners claim is:

“If I focus on one set of clients, I might lose out on all of the other possible clients out there!”

This is, for the most part, a myth. If you say yes to everyone, you'll have less time and energy to focus on your best clients. This is where the power of focus comes in. The pareto principle states that for most businesses, 80% of revenue comes from 20% of clients. Imagine what would happen if you focused 80% of your time and energy on wowing and delighting that magical 20% of your clients — your A-clients. They would rave about you even more! And, consequently, bring you more business, more referrals and come back to you more frequently.

Here's a great video from Seth Godin from his latest book, **‘This is Marketing’**.



Watch Video

https://youtu.be/BPK_qzeH_yk

Takeaway notes from Seth's video:

1. Don't try and change someone's worldview. You don't have enough time and money.
2. People don't want to change their worldview. They like it and embrace it.
3. If you want to be a smart business owner who doesn't chase after everyone and anyone, find a population with a certain worldview, frame your story in terms of their worldview and you win.
 - a. At Intrigue, we call these your A-Clients. The people who believe in what you do, love your stuff, send you referrals, and aren't tire kickers.
4. Frame your story in a way your A-Client audience will focus on and you'll attract more of them.

Do you believe in quality over price? Cater your message to that audience and you'll attract people who believe what you believe and who are willing to invest in your product and rave about it.

Activity:

Fill out your own A-Client Profile (60 Minutes)

→ **Click here to access a copy of our A-Client Profile**

Note: There is a blank profile for you to fill out and below are two prefilled examples that will help you better understand how to fill it out with your team.

This e-book was designed to compress years of learning at Intrigue from real cases and our own experiences growing a company from \$400 cash to a multi-million dollar marketing company.

Take the time to watch the content and go through the activities and we know you'll begin to improve your ability to grow and scale your business!!

