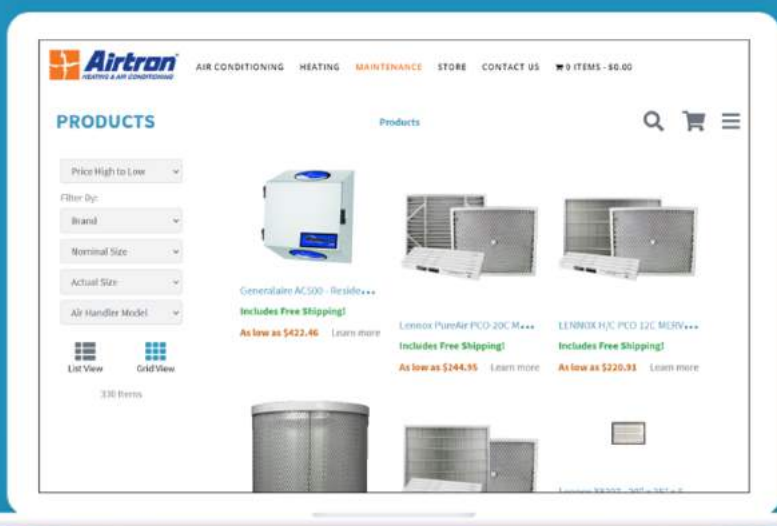


THE HVAC CONTRACTOR'S GUIDE TO ECOMMERCE



CONTRACTOR COMMERCE™

HOW MANY ONLINE SALES DID YOU MAKE TODAY?

If the answer is **ZERO**, it's a good thing you're here. As an HVAC business owner looking for new ways to grow, you've probably already mastered a few key elements of your business: whether perfecting your craft and establishing measurable stretch goals, or hiring and training a top notch team to support your future mission. If you're reading this, it's because you've done something right.

You have built a solid network of happy and hopefully *loyal* customers in your region. Now, you're looking for new ways to deliver world-class service to them.

If any of this resonates with you, then keep reading, because Ecommerce is the next and very necessary step to taking your business to a new level.

So, What is HVAC Ecommerce?

It's a brand new category, and your chance to differentiate yourself from your competitors. Ecommerce - or selling products and services online - is old news. **But in the HVAC world, it's transformational.**

How many of your competitors are selling filters, maintenance agreements, or even fully-installed systems online? None? Then read on. Here's your chance to win customers, get more sales, and make more profit.

HOW TO GET MORE ONLINE SALES

✓ Establish a Brand Identity That Differentiates You From Your Competitors

Many times, specific colors pervade an industry, making all websites and collateral in the space look...the same. In the HVAC world, for example, blues and reds seem to be the go-to colors. However, brand colors are just one of many controllable aspects that make up the overall “brand identity” of a company.

Other choices like font styles, content tone, and imagery play into the overall feel of a brand. When it comes to differentiating yourself from your competitors, establish a brand style guide that tells *your* story.

✓ Add a Store to Your Website

A pretty obvious step, right? Maybe. But choosing the right platform is key to making this investment worthwhile. When it comes to setting up an online HVAC store, you have many options but only one that will truly make your job easier. That's Contractor Commerce, the only technology on the market that will allow you to set up a store on your own website to sell products, maintenance agreements and even fully-installed systems online.

We'll drop ship products directly to your customers on your behalf, but it's YOUR branding on the box, your customer relationship, and your customer data. We're simply an extension of your team.

✓ Let Your Customers Know Your Store Exists

Adding a store to your website is a good first step, but then you need to let your customers know it actually exists. Below are some good ways to do this:

- Email Announcements
- QR Code Stickers
- Customer Service Training

✓ Find New, Prospective Customers in Your Region

How, you might ask? Well, this will require a combined and focused effort from both your sales and marketing teams. You need to be rowing in the same direction, utilizing the same message, and exploring all channels available to you to determine which is most effective in reaching your target market.

Here are some channels we've determine to be most effective in spreading awareness and generating online sales for HVAC companies:

- Search Engine Optimization (SEO)
- Pay Per Click Advertising (PPC)
- Social Media
- Google My Business

✓ Stay in Front of Your Customers

Generating more sales through your website will involve constant reminders to your customers and prospective customers that you have a store. **One good rule of thumb is to try to get in front of the same person 7 times.** You can use a variety of channels to accomplish this, but after 7 times your ad will start to fatigue and will need to be refreshed to continue driving results.





WOW Your Customers

Great customer service not only helps with retention, but it's a prerequisite for generating referrals and new sales. Referrals were most likely the way your business got off the ground, and it will forever be a key lever in the future growth of your business. People trust their friends, family and coworkers and often ask for referrals on social media outlets. Monitor these social feeds, provide answers when people ask questions, and focus on delivering WORLD-CLASS service to your customers. The rest will take care of itself.



Stay on Top of Your Industry & Competition

Last but certainly not least, stay informed. So often, we get too busy working in the business to work on the business. Make sure you make time for competitive and industry research, at least once a quarter. A few tips for making this time most productive:

Monitor Your Competitors – see what your competitors are promoting in Google PPC ads or on social using tools like Spyfu and Sprout Social. You can also see which keywords your competitors are ranking for on Google using Keyword Tracking tools like Moz or BrightEdge. This will help you figure out where the gaps are and what you should promote in your own messaging.

Monitor Google Trends – this is a free and super useful tool for determining what topics are trending in your space. Once you see what people are searching for, you can create helpful content on your website to help them find it.

Stay Connected - subscribe to sites like ACHR or podcasts like X and X to stay on top of your game. You're busy and there's no way you have time to research these things regularly, but there are many tools and apps out there that can help you. We'll be creating a future post to dive deeper into this sector of technology, so stay tuned!



HERE'S HOW WE CAN HELP YOU SELL

CONTRACTOR COMMERCE™ ADDS YOUR STORE TO YOUR WEBSITE.



Pick a plan

Decide which plan works for you based on what features you need.



Install the store

We'll install the store on your existing website.



Customize

Sell the products and services you want. You're in control of the details and pricing.

WE SHIP FILTERS DIRECTLY TO YOUR CUSTOMERS. YOU PERFORM SERVICES AND INSTALL SYSTEMS JUST LIKE NORMAL.



Sell products

When you sell HVAC products online via Contractor Commerce (like furnace filters), we deliver them directly to your customer, with your company name on the packing slip.



Sell services

When you sell services (like maintenance plans), you get an email notification to contact your customer and schedule the service.



Sell systems

When you sell systems via Contractor Commerce, your customer is guided to your pre-configured system recommendations and orders directly on your website. Then you reach out to confirm job details and get it scheduled. You provide the equipment just like you always have.

YOU REACH MORE CUSTOMERS AND RUN A BETTER BUSINESS.

More customers, more sales, more profits, and better customer satisfaction. Why would you NOT start selling online? **Seriously, if you still have questions, let's talk.**

Contractor Commerce™ is built by contractors, for contractors. We believe that Ecommerce is the future for contractors. Everyone shops online for products and services. It is time for contractors to offer online shopping options and benefit from this gigantic shift in consumer behavior.

We've already helped **500+** contractors get set up with an online store. We'd like the opportunity to help you too!

[CONTRACTORCOMMERCE.COM/GET-DEMO](https://contractorcommerce.com/get-demo)



WILL HOUSH
President



PAUL REDMAN
VP of Sales

TRUSTED BY THE INDUSTRY'S BEST

