

Your Partners in Comfort® INSIGHTS

A Forum For Comfort Specialists To Share Ideas And Success • Summer 2011

CASE IN POINT

Working ON, not IN the Business... with Integrity

For Tom Krygsheld at Illiana Heating, success and continued growth are results of two simple strategies. One is to run the business every day with the utmost integrity; providing the right solutions for every customer, with excellent service and fair pricing.

Tom's second secret is to make sure to spend as much time ON the business as IN it. Working IN the business are the everyday tasks that have to happen to complete a job or to run the business; things like answering the phone, doing installs, quotes, cleaning the truck, sending invoices.

Working ON the business includes doing things like finding out what customers really need, or what kind of advertising is working (or not), knowing the changes in demographics in your local market. These are things that can affect how you decide to operate your business to put you in a position to grow. For example, it's important to know your competition. Do that, and you're in the perfect position to be able to set yourself apart from them.



Tom Krygsheld
and his wife
Sue started
Illiana Heating
in 1987.

"We truly want to be known for having the highest degree of integrity out there," Tom explains. "It's a Christian-based, family business and a philosophy we live up to. Integrity is the best way to set us apart from the competition. There are plenty of companies out there providing the bare essentials and minimal service. They don't make people happy and some are just plain not reputable."



Tom's son Dan and son-in-law Kevin Frump run the business today and are poised for growth.

Illiana's facility is expanding from 2,800 to 7,000 square feet as they open new territories in both residential and light commercial markets.

"Homeowners don't tolerate that level of service any more, and they shouldn't. So the bad guys don't get called back. That gives us the opportunity to show homeowners how they can, and should, be taken care of; a guarantee that they're going to get what they're looking for or they won't have to pay the bill."

"Some of those less than reputable companies have become my best salespeople. It's like word of mouth advertising in reverse!"

Providing solutions and the power of building an annuity

Tom has seen first-hand how repeat business is the key to growth. And the key to securing repeat

MISSING!



MARC MARCHILLO
Corporate Training Manager



BRANDON GLANCY
National Sales Trainer

HAVE YOU SEEN THESE PEOPLE?

LAST SEEN:
Conducting a training session

Have you seen these two people? Neither have we!

The word is out about our corporate training staff. So much so, that we rarely see them in the office. They are traveling the country to help our Partners grow and prosper in their businesses.

Our focus is to help you grow your business. Our professional sales trainers offer tested and proven methods to increase sales.

We offer a wide variety of courses both onsite and online. Whether you are a contractor/owner, a sales manager, a salesperson, or an HVAC technician, we offer sessions that yield immediate and sustainable results. View our complete training offering at www.AprilairePartners.com

Partners In Comfort Bonus!
Sign up as a member and have access to on-line training videos you can play for your team any time you want.

Marc did a fantastic job, he was very engaging and kept our contractors on the edge of their seats with his sharp humor. He is a very good motivator and I would like for him to do training for my staff.
Miguel Narez, V.P. - Eastern Division
S.W. Anderson Sales

CONTRACTOR 1:

"Successful Selling in the Home"

WHO SHOULD ATTEND:

- Owners
- Principle Decision Makers
- Comfort Advisors
- Selling Technicians

COURSE FEE: (PER ATTENDEE)
\$25 (1-24)
\$20 (25-50)
\$15 (51-100)

COURSE DURATION:
90 min. - 120 min.

COURSE ID:
CONTR100-11

CONTRACTOR 2:

"Secrets of Highly Successful Technicians"

WHO SHOULD ATTEND:

- Owners
- Technicians
- Installers

COURSE FEE: (PER ATTENDEE)
\$25 (includes materials)

COURSE DURATION:
120 min.

COURSE ID:
TECHNS00-11

CONTRACTOR 3:

"Harness the Power of Social Marketing in Your Business"

WHO SHOULD ATTEND:

- Owners
- Principle Decision Makers
- Business Administrators
- Marketing Personal
- Operations Staff

COURSE FEE: (PER ATTENDEE)
\$50 (includes materials)

COURSE DURATION:
180 min.

COURSE ID:
SOCIA400-11

ESSFUL SELL

AR OVERVIEW:

Our seminar is not an Aprilaire "Infomercial" and is about in home selling, regardless of brand choice. This course is based on years of experience selling in home and at the retail level by our team of Professional Sales Trainers. The seminar is loaded with numerous facts and amazing figures from many sponsored dealer gatherings.

KEY TAKEAWAYS:



ESS THROUGH SALES TRAINING

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Make the Logo Bigger!

T.M.

How much effort, time and money have you put into your logo and your brand? If it's anything like us, it's a lot! Logos reflect the names and personality of the people that built the business, so it's natural that we are all so proud of them and the brand that goes with them. Your logo and brand are who you are.

In the marketing world, there is a line that we hear often. We hear it often because we hear ourselves saying it too. Make the logo bigger! There's always a little white space that we can fill up by making our logo bigger, right? We are proud of our logos and we should be.

Regardless of the media being used, our customers will only retain a very small portion of what we would really like them to remember. We continually need to challenge ourselves and ask, what is most important for this specific marketing effort? Sometimes we have room

In a short TV spot, is it more important for the customer to see a big logo or an easy to remember website like XYZHeating.com?



for a great big logo and all of our information. But when we have room, or time for just a line or two, we have to be more selective.

In a short TV spot, is it more important for the viewer to see a big logo or an easy to remember website like XYZHeating.com? If the ad has a call to action, the branding becomes secondary to how the customer can find the solution. Does the customer have a pen and paper handy to write down a phone number they just heard on the radio or would it be easier for them to remember XYZHeating.com and look them up when they get home?

The point is, we need to use our brands (and logos) effectively and that means knowing when to shout it loud and proud and when it's better to emphasize an offer, a benefit or a call-to-action.

Working ON, not IN the Business... with Integrity continued...

business is a combination of providing outstanding service and making it super-simple for a customer to let you back into their home.

"It's very important to lock people in with extended warranties and maintenance agreements. We're probably running close to 1,000 of them now. That took a lot of years. That number may not seem that big, but it is to us because it means 2,000 calls a year. And since we've done that, we really don't have a lot of off time for our guys. We have never laid off anyone at Illiana Heating."

"I'm not going to take credit for this, but having gone into full Aprilaire product when I started the business, I didn't realize right away, but I was building an annuity. It's huge. We're putting cases of filters on the trucks every day when we're in tune-up season, because we have so much product out there. The bottom line is; if I would have sold products like electronic air cleaners that didn't have media, the plate-types and so forth, I would never have built that annuity and I would never have had those face-to-face opportunities each year with those customers."

"Especially today with accessories and variable speed systems, it's a must to have a maintenance agreement. It puts an even greater load on these media so they have to be changed more often. With folks' busy schedules, a maintenance agreement is the perfect way of doing that."

"For every job we put in, every Aprilaire product that is prevalent to us goes onto that proposal and is always accepted. That being the case, we have a tremendous amount of repeat business. It forces people to have us in the home twice a year. If we just sold a furnace alone, they may decide to just wait until next year, or longer for service. But if we install an air cleaner, you can't wait until next year, because this filter can't wait 'til next year."

"And now we're making maintenance agreements even easier. People can have a withdrawal from their checking account every month, instead of one time a year"

Bottom line: Make it easy to do business with you, provide incredible service, great products and stand behind them. That's integrity.

Your Partners in Comfort®

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