



## In this issue: A New Twist on the Same Market

We work specifically with Industrial contractors to increase their market penetration, acquire new service contracts and maintenance agreements, and boost their revenues through cold calling and appointment setting. A successful cold calling campaign begins with the right message and the right contact list. A strong contact list determines the success of your program. Criteria for contact lists vary based upon our client's needs and market.

Type of business—Our greatest successes have occurred with the following:

- Non residential property managers
- Private schools
- Hotels with sizable shared areas for banquets, conferences, etc.
- Manufacturing
- Printing companies
- Banks
- Churches
- Restaurants / bars—only if our clients offer refrigeration services in addition to HVAC services
- Government sectors including city, county, state, and federal. NOTE: Some clients choose not to pursue this market due to longer sales cycles



Number of employees—We can pursue all businesses in your area with 20+, 50+, or 100 or more employees. We want to select the business size that is most likely to meet your square footage requirements.

Geographical market—We will work within your current service area. We can define your service area by the metro area, city, county, zip code, or within a specific number of miles from your office location.

Next steps—Determine your niche and market. What geographical area do you serve? How do you feel about pursuing maintenance agreements with governmental entities? What types of businesses are most likely prospects for you? In formulating your contact list, these factors need to be considered.

Should you have any questions regarding starting your program, please do not hesitate to contact us at any time.

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