

DEALER ONBOARDING GUIDE

START TODAY to Maximize Your Sales and Reach a **20% Net Profit** with the Staff, Customers and Service Calls You Currently Have.

NEXT, use The EverRest Group's Strategies & Support to Quickly and Methodically Take Your Company to **THE NEXT LEVEL.**

The EverRest Group and its "Building the Ultimate 20% Net Profit HVAC Company" Program is the HVAC Industry's Largest and Most Powerful Contractor Success Organization.

**20% NET PROFITS...
IT'S NOT JUST A PROMISE...
IT'S A GUARANTEE.**

Everything The EverRest Group creates, whether it's for marketing, sales, financial models, operations or management, is developed to bring you rapid growth and 20% net profits.

Here's something else contractors enjoy...not only are The EverRest Group's programs, strategies, training and support the most powerful for maximizing your company's growth and delivering 20% net profits, they are also surprisingly quick, simple and easy to execute.

When the average net profit of a residential service and replacement contractor is less than 5%, what does a 20% net profit mean for you?

LET'S COMPARE THE EFFECT OF A 5% PROFIT MARGIN TO A 20% PROFIT MARGIN.

\$1,000,000 in sales at a 5% Profit Margin = PROFITS OF \$50,000

\$1,000,000 in sales at a 20% Profit Margin = PROFITS OF \$200,000

\$2,000,000 in sales at a 5% Profit Margin = PROFITS OF \$100,000

\$2,000,000 in sales at a 20% Profit Margin = PROFITS OF \$400,000

\$5,000,000 in sales at a 5% Profit Margin = PROFITS OF \$250,000

\$5,000,000 in sales at a 20% Profit Margin = PROFITS OF \$1,000,000

The EverRest Group developed the unique 5 CRITICAL COMPONENTS OF SUCCESS that can virtually guarantee immediate growth and 20% net profits.

The 5 Critical Components of Success are the core of the EverRest Group program. Continue reading to find out more about each one, and visit the website using the helpful guides below to get more detailed information. But our training doesn't stop there. Individual courses and support are also available, whether through our broadcasts and webinars or tailored sessions by request. New strategies and programs are continually being developed to ensure your success.

WHERE TO ACCESS THIS TOPIC AT CONTRACTORS.EVERRESTGROUP.COM

RESOURCES/20% PROFITS NOW

- Detailed Implementation Guide to Growth and 20% Profits
- Five Critical Components of Success
- Four Ideal Business Models
- Profit Killers and How to Avoid Them
- Dealer Implementation Timeline

RESOURCES/FINANCIAL • OPERATIONS

- Financial Model for 20% Net Profits
- The Real-Life 20% Net Profit Company
- Small Company: 28% Profits

THE 5 CRITICAL COMPONENTS OF SUCCESS

1. RETAIL SALES MIX OF AT LEAST 80% REPLACEMENTS & 20% SERVICE

You should strive for residential replacement sales to be at least 80% of the total of your residential service and replacement sales. Residential replacements are the **"King of High Sales & Profits"** in a residential service and replacement business.

If your average service call (combination of repairs and tune-ups) were \$165 per service ticket and your average residential replacement sales price was \$4,700, what would happen to sales if you converted 100 of these service calls to replacement sales?

By converting 100 of these \$165 service calls to replacement sales, you would swap \$16,500 of service sales for **\$470,000 of replacement sales.**

Determine the residential replacement sales opportunity that's in your company today. These are additional sales and profits that can be yours without increasing the number of service calls, without adding technicians and without spending more money on marketing.

80% Replacements is a "4 to 1 Ratio": \$400,000 in Replacement sales for every \$100,000 in Service sales. If your residential service billings are \$250,000, the immediate potential is already in your company for \$1,000,000 in replacements from tech-generated leads.

85% Replacements is a "5.7 to 1 Ratio": \$567,000 in Replacement sales for every \$100,000 in Service sales. If your residential service billings are \$250,000, the immediate potential is already in your company for \$1,425,000 in replacements from tech-generated leads.

WHERE TO ACCESS THIS TOPIC AT [CONTRACTORS.EVERRESTGROUP.COM](https://contractors.everrestgroup.com)

RESOURCES/20% PROFITS NOW

- Peak Performance Benchmarks for 20% Profits
- Three Sales & Profit Drivers

RESOURCES/MARKETING • SALES

- Tech Replacement Lead Generation and Sales
 - Your Goal: At Least 80% Replacements

2. MAXIMIZE RESIDENTIAL REPLACEMENT LEADS & SALES FROM TECHNICIANS IN HOMES DOING TUNE-UPS & REPAIRS

There are a couple of reasons why it's so important and beneficial to work with your technicians to maximize replacement leads and sales from your service department.

First, since the Great Recession, homeowner buying trends have changed as they relate to air conditioning repairs and replacements. Fewer homeowners are randomly calling for prices to replace equipment due to high utility bills or a hot area in the home. More homeowners are choosing to repair instead of replace equipment. When they do consider replacing equipment, homeowners are getting more prices and looking online for pricing information.

Second, with The EverRest Group's unique strategy, if your technician generates the replacement lead and your salesperson responds immediately to the opportunity, you can make it so easy and fast to buy from your company that in approximately 7 out of 10 replacement opportunities the homeowner won't even get a second bid or look online for options.

We'll show you how your technician can **IMMEDIATELY** get a salesperson/supervisor in almost any home when there is a replacement opportunity and how to conduct a 20-minute sales presentation that will deliver closing rates of 75% and higher.

DETERMINE THE REPLACEMENT SALES OPPORTUNITY FROM YOUR EXISTING TECHNICIANS.

If you keep your technicians in an average of 4 to 5 homes per day (not counting warranty calls) each technician should be able to generate enough replacement leads for between \$500,000 to \$700,000 in residential replacement sales.

2 techs could generate \$1,000,000 to \$1,400,000 in Replacement Sales.

5 techs could generate \$2,500,000 to \$3,500,000 in Replacement Sales.

7 techs could generate \$3,500,000 to \$4,900,000 in Replacement Sales.

10 techs could generate \$5,000,000 to \$7,000,000 in Replacement Sales.

Tech Replacement Conversion Rate = \$ Replacements sold from Service Calls divided by the number of Calls Run. This doesn't count warranty calls.

Assume in the month of June your technicians ran 286 service calls and sold \$171,600 in residential replacements. Your "Tech Replacement Conversion Rate" would be...

\$171,600 Replacements sold from service calls / 286 service calls = \$600 Conversion Rate

TECH CONVERSION RATE BENCHMARKS

\$300 to \$400 for Maintenance Agreement Tune-ups

\$550 to \$750 for Repair Calls

\$400 to \$550 for Customer Tune-ups

Where a typical company won't have a Tech Conversion Rate that's above \$120, with The EverRest Group's replacement sales program, your annual Tech Replacement Conversion Rate should be \$520 or greater. That equals an average of \$52,000 in replacement sales for every 100 service calls.

WHERE TO ACCESS THIS TOPIC AT CONTRACTORS.EVERRESTGROUP.COM

RESOURCES/MARKETING • SALES

- Tech Replacement Lead Generation and Sales
 - Conversion Rates: Service Calls to Replacements
 - Three-Legged Stool Principle for Tech Leads
 - World's Greatest Lead-Generation and Sales Strategy

- Sales Process Explanation
- Recordings of Techs Setting Replacement Leads
- Recordings of Actual Replacement Sales

RESOURCES/TOOLS

- Mobile Websites for Staff

3. KEEP EACH TECHNICIAN IN AN AVERAGE OF 4 TO 5 HOMES PER DAY

The most cost-effective, successful way to sell replacements is to keep your technicians in homes doing tune-ups and repairs. Then have your technicians follow The EverRest Group's "World's Greatest Lead-Generation and Sales Strategy".

Follow this strategy, and success is guaranteed with complete honesty and integrity, without having to resort to high-pressure selling tactics.

You Can't Create Demand for Repair Calls YOU CAN CREATE DEMAND FOR TUNE-UPS ALL 12 MONTHS OF THE YEAR

Whenever your weather isn't hot or cold enough to bring in the number of service calls that you need, utilize The EverRest Group's Customer Care Calling program to keep your technicians in homes performing tune-ups. And if you don't have enough customers to keep your technicians busy performing tune-ups, use EverRest's scripts and calling guide to sell tune-ups to non-customers.

How do we make tune-ups "IRRESISTIBLE"? You do this by offering tune-ups with Unique Performance Guarantees. Plus, if your Technician Conversion Rate for tune-ups is \$300 or higher, you can easily afford to lower your tune-up price when needed in order to continue selling enough tune-ups to keep your technicians busy.

WHERE TO ACCESS THIS TOPIC AT CONTRACTORS.EVERRESTGROUP.COM

RESOURCES/20% PROFITS NOW

- Determining Daily Activity to Reach Your Goals

RESOURCES/MARKETING • SALES

- Customer Care Calls to Book Tune-ups
 - Call Center
 - Actual Cost & Revenue Generated from Call Center
 - Seasonal Timeline of Tune-up Offers

- Recordings of Actual Customer Care Calls
- Tune-up Guarantees for Calling Success
- Scripts For Every Season and Offer
- Radio Ads

RESOURCES/TOOLS

- Mobile Websites for Staff



4. MAXIMIZE RESIDENTIAL REPLACEMENT GROSS MARGINS & INCREASE YOUR CLOSING RATE

The keys to maximizing your replacement gross margin and closing rate are to

1. Create your own demand; generate your own replacement leads. When homeowners, even your customers, call you for a replacement price they are price shoppers, but not when you create the demand while in their home doing a tune-up or repair.
2. Respond to all replacement opportunities with an extreme sense of urgency. Time kills replacement opportunities. Make it so easy to buy from your company that homeowners won't see the need to hassle with getting other prices.

POWERFUL & EASY FOR YOUR COMPANY TO EXECUTE

The EverRest Group's "World's Greatest Lead-Generation and Sales Strategy" accomplishes both of these objectives for your company.

You will learn how to uncover replacement opportunities that your competition will overlook, how to sincerely earn the trust of the homeowner and then how to make it so simple to buy from your company that most homeowners will never get another price from competitors.

WHERE TO ACCESS THIS TOPIC AT [CONTRACTORS.EVERRESTGROUP.COM](https://contractors.everrestgroup.com)

RESOURCES/FINANCIAL • OPERATIONS

- Replacement Pricing for 20% Profits

RESOURCES/MARKETING • SALES

- Tech Replacement Lead Generation and Sales
 - Conversion Rates: Service Calls to Replacements
 - Three-Legged Stool Principle for Tech Leads

- World's Greatest Lead-Generation and Sales Strategy
- Sales Process Explanation
- Recordings of Techs Setting Replacement Leads
- Recordings of Actual Replacement Sales

RESOURCES/TOOLS

- Mobile Websites for Staff

EVERRESTGROUP.COM | 800.738.4808

