



Clarify your channel strategy.

9:41



week

Crank Up HVAC Sales

Conditions are favorable for HVAC sales!

6.6%

Compound Annual Growth Rate (CAGR) until 2025*

3 in 5

customers are willing to pay more for eco-friendly equipment.

20-30%

market opportunity for new and sales!

Take advantage of these conditions to crank up HVAC sales.
Become an energy-auditing machine.
Customers can get tax credits for 30% of costs up to \$150* for energy-efficient home improvements. Help them improve their homes (and equipment) by offering energy audits as a part of your services.



Offer customers:

- Free home energy check & audit
- Precision power caps
- Thermal diagnostics
- Smart energy recommendations

Maintenance & repair to the rescue.
With new parts and increased interest in energy-efficient systems, customers will want preventative measures to optimize their systems.



Offer customers:

- Regular maintenance
- Education that empowers customers
- In-home customer satisfaction
- System cleaning
- Filter replacement

Invest in ventilation products.
Ventilation equipment has a projected 7.2% CAGR.†

With existing equipment remaining for 10% of total HVAC market revenue, invest in cooling and indoor air quality will lead to an increased demand for residential products.



Offer customers:

- Heat recovering ventilators (HRV)
- Energy-saving exhaust fans
- Smart vents
- Air purifiers
- CO2 sensors

Train to retain.

Conquer your company culture to attract, retain and promote top talent. This will help you expand the industry talent shortage and retain skilled workers.

30-50% higher employee retention⁵

Offer employees:

- Incentives for skill set growth
- Public recognition for success
- Expanded training program
- Career pathing
- Accessible education
- Flexible working hours



Case Study

Electric Distributor Incentive Program

One of the largest electric utilities in the US, providing service to more than 4.2 million businesses and residential customers.

Owners of small and mid-sized restaurants were choosing gas-powered equipment despite the benefits of going electric. The client wanted those restaurants to flip the switch and move to electric.

290%
Return on Investment
80%
Reduced Costs

We essentially hired a sales force of 100 people who were plugged into the industry without employing a single one.

- Food Services Division Manager

Solution

Distributors earned points in the program by selling and installing electrical equipment in restaurants.

We created a custom rewards site, where Salespeople could log to view their points, shop the reward catalog, and redeem for the reward they wanted.

We also created communications to explain the program, drive adoption, and generate excitement with the target audience.

Results

290
Return on Investment

80%
Cost Reduction

2x
Doubled annual new equipment goal in only 6 months

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The BthruB Incentive Program Playbook

Guide to Structure to Improve