

Nelson Mechanical Design's

7 SECRETS OF SUCCESS

Dave Sprague and Brian Nelson have seven great ideas to help other dealers accelerate their businesses.

- 1 "Set Your Dealership Apart."**

Find a way to distinguish your dealership from your competitors. Think about the needs of homeowners and businesses in your area and then position yourself as the leader in that area. Or, identify a trend, like we did with the "green" approach, and use it to build a niche for your business. We believed so strongly that "green" was the best way to set our business apart, we added it to our web address: NMDGreen.com.
- 2 "Be the Expert."**

Take some time to really understand the technology that's out there and all the products you represent. Understand the differences between more traditional heating and cooling systems and the new high-efficiency options like Daikin. That way, when you're talking to your customers you can objectively present the pros and cons and help them make an informed decision. And an informed customer is a customer for life.
- 3 "Represent Only the Best Products."**

There is a blizzard of manufacturers out there. You need to find and represent the best, like we did with Daikin AC. We put their Daikin Altherma and Ductless split systems to the test – in our own homes. We studied all the different product combinations and installation techniques and determined Daikin AC were always trouble-free.
- 4 "Sell Quality, not Junk."**

Manufacturer problems are your problems first. Once you install a system, your customer doesn't want to hear that it's the manufacturer's fault if something goes wrong. We decided to go with Daikin AC because their products are high quality and trouble-free. And we can say that to our customers with confidence.
- 5 "Understand the Products, Options, and How to Upsell."**

Understanding the products you are selling is key to meeting your customers' needs. When you know what's available and how the systems work, you can more easily upsell your customers a better solution that has a higher return for you. For example, with Daikin systems, your customers will get a huge upgrade in efficiency and reliability, for a very small upcharge.
- 6 "Build and Maintain a Strong Web Presence."**

In today's digital age, it's extremely important to have a really good presence on the web. Make sure you have a strong website that prominently promotes the niche you have developed for your business. Additionally, pick out the "key words" that support your business's positioning and make sure they are included in your web content. That way, your site will be found more easily when people search for you.
- 7 "Have a Good Point Person in Your Office."**

You need to keep your eye on good old-fashioned customer service. Be sure to pay attention to detail by making sure you customer calls are answered quickly and efficiently. If you're out of the office, make sure customers are called back as soon as possible. Don't keep customers waiting – they just might go somewhere else.

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