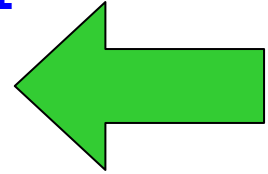




Air Conditioning Contractors of America
Greater Cleveland

Chapter News

March 2011



Thursday, March 10

Kalahari Resort, Sandusky
12:00 noon Lunch
1:00 to 5:00 p.m. Expo

Program: Brief Lunch Business Meeting and 2011 Expo to obtain your CEU credits.

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TO Contact Greater Cleveland ACCA

Phone: 330-671-2191

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Email: accacleveland@gmail.com

- In this issue:**
- 2 - Chapter News - Local Membership Drive - our largest ever!
 - 3 - Chapter Board & Associate Members
 - 4 - Coming events / ACCA National News
 - 5 - In Ohio - PUCO Scheduling Commercial Motor Carrier Update
 - 6 - Education - State of Ohio Conference
 - 7 - Business Help - Sales
 - 8 - Business Help - Sales & Marketing / Management + more

Why YOU Need to Participate in our Membership Drive!

Now is the time to start getting your contact lists together. Remember, the goal is to contact people in your own "sphere of influence". Vendor lists, payables lists, Outlook contact lists, other Association membership lists, and yes even a Rolodex (remember those) are all great tools to remind you who you know. Feel free to bring all of them to the drive site for your shift.

A great place to start is to make a list of the people you do business with or know "who TRUST you". Those are easier calls to make and the person will take your call. And encourage each member on the teams to do the same.

Do YOUR Part as a Member of ACCA Greater Cleveland and Help Us Bring In New Members!

Join us on March 16th and 17th, as the ACCA Greater Cleveland competes with other local chapters across the state in our first annual ACCA Ohio Statewide Membership Drive.

We have four captains: Keith Raymond, Brian Stack, Kris Guzik, and Mike Aerni who are looking for co-captains to assist them in contacting people you know who would be interested in joining the most influential and successful groups of businesses in our industry!

Please contact Mike for more information on participating to reach out to others you know and personally ask them to join and reap all of the benefits ACCA has to offer from local, state, and national.

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ASSOCIATE MEMBERS

Thank you for your support !!

- Arzel Zoning Technology, Inc.** - Colleen Weston
216-831-6068 colleen@arzelzoning.com
- Famous Enterprises** - Mike Scott
216-529-1010 miscott@famous-supply.com
- Federated Insurance** - Brian Mazzarella
330-620-1166 bmazzarella@fedins.com
- Ferguson Heating** - Matt Coley
330-463-1280 matt.coley@ferguson.com
- Honeywell** - Jeff Holben
614-404-1196
Jeffrey.holben@honeywell.com
- Lennox Industries** - Dennis Kall
21-739-1100 dennis.kall@lennoxind.com
- McGranahan & Associates** - Jack McGranahan
440-835-1919 jmcgran@ix.netcom.com
- Productive Air Duct Cleaning** - George Grozan
800-818-3398 info@4productive.com
- Residential Energy Services Co., LLC**
- George Trappe 440-835-5735
trappman@aol.com
- Robertson Heating Supply** - Brett Griffith
216-328-2979 brettg@rhsonline.net
- Webb Supply Co.** - Tony Valentino
216-289-7400 tony.valentino@webbsupply.com
- Wolff Brothers** - Tom Rundle
330-725-3451 trundle@wolffbros.com

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GREATER CLEVELAND ACCA

2011 Officers:

- President** -- Keith Raymond
Raymond Plumbing & Heating 440-244-5584
- Vice President** – Brian Stack 440-937-9134
- Sec/Treasurer** – Kris Guzik
Energy Management Specialists - 216-676-9045

Board of Directors / Committee Chairs:

- Mike Aerni – Conserv-Air -Golf Outing 216-889-8800
- Al DiLauro –Cleveland Air Comfort-Golf Outing
440-232-1861
- Jerald & Laurie Hoover, Hoover Heating & A/C
Spring Fling Social Event 440-439-2994
- Brian Stack, Stack Heating & Cooling,
Education 888-850-9994
- Don VanHorn, BTU Comfort Solutions,
Heat the Town 440-398-9415
- Mike Scott, Famous Supply -
Associate Representative 216-529-1010

ACCA Ohio Board Trustees representing Greater Cleveland ACCA:

- Kris Guzik, Energy Management Specialists
- Brian Stack, Stack Heating & Cooling

Chapter Manager: **Michael Menett**

P. Box 13223

Fairlawn, OH 44334

P – 330-671-2191 / F – 330-752-2616

WE NEED YOUR HELP!

ACCA Greater Cleveland Membership Drive Coming on March 16th and 17th!

- Contact the ACCA office or your Board of Directors to see how **YOU** help make this membership drive the most successful in ACCA history!
- *Each NEW ACCA member will receive **over \$1000 worth of free incentives** to make their membership an added benefit while joining the leaders in the Air Conditioning Industry! **Note: Incentives available only on March 16 & 17.***

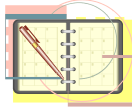


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COMING EVENTS



March 10 – ACCA Cleveland Membership Meeting in Kalahari Resort – Sandusky Meeting at 12:00 noon. EXPO 2011 from 1-5 p.m.
* **One hour CEU available.**

NOTE: No Meeting in Cleveland – it will be in Sandusky!

March 8-11



April 14 – Federated Insurance
Drugs and Alcohol in the Workplace

April 30 – Spring Fundraiser
Location: La Casa Bella (same place as last year)
Theme: The "60's"

May TBD – Legislative Update Meeting
Date and Location to be determined

No Membership Meetings
June, July, or August

July 28 – ACCA Annual Golf Outing
Fowlers Mill Golf Course

September 17 – Heat & Plumb the Country
More Information Coming Soon

ACCA Installs New 2011-12 Board of Directors

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, has announced the installation of its 2011-12 Board of Directors and officers.

The board was installed at the annual Chairman's Banquet held during ACCA's 43rd Annual Conference and Indoor Air Expo in San Antonio, Texas. Last year's Chairman, John Sedine of Engineered Heating & Cooling, Walker, Mich., handed the leadership role to incoming Chairman Joe Nichter of Comfort Systems USA Southwest in Chandler, Ariz. Nichter will serve a one-year term.

Serving as senior vice chairman this year is Laura DiFilippo, DiFilippo's Service Co., Paoli, Pa. Other vice chairmen are Rich Imfeld, IC Refrigeration, Ceres, Calif.; Dave Kyle, Trademasters Service Corp., Newington, Va.; and Phil London, Thermal Concepts, Inc., Davie, Fla. Secretary/Treasurer for the coming year is Bobby Ring, Meyer & Depew Co., Inc. of Kenilworth, N.J and Sedine will serve this year as immediate past chairman.

ACCA thanks the members who left the board this year for their service: Stan Johnson, Stan's Heating and Air Conditioning, Inc., Austin, TX; Ray Isaac, Isaac Heating & Air Conditioning, Inc., Rochester N.Y; Bob Eloff, Environmental Air Systems, Inc., Houston, TX; and Jeff Miller, Al-Don Service, Inc., St. Louis, MO.

This board will serve until next year's annual conference, scheduled for March 5 - 8, 2012, in Las Vegas, Nev.

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CO schedules commercial motor carrier listening session

The Ohio House Republican Caucus held a press conference to discuss revised motor carrier safety regulations that are enforced by the PUCO, as well as legislation to alleviate the financial strain that these regulations have caused small businesses. Assistant House Majority Whip Cheryl Grossman (R-Grove City) and State Rep Terry Boose (R-Norwalk) announced jointly sponsored legislation that would address the newly implemented PUCO rules that, when enforced, will impose additional strains on Ohio's small businesses.

"As lawmakers, we have a responsibility to the people of Ohio to ensure that the government is not hindering job creation or economic development," said Grossman. "I've had numerous conversations with business owners within my District who say that the new regulations are hindering their businesses' expansion and success. This is an issue that must be addressed immediately." Initially intended to take effect on January 1, 2011, the PUCO extended motor carrier safety regulations to include private intrastate vehicles with a weight of less than 26,001 lbs. The PUCO implemented this rule change after it was discovered that Ohio was not in compliance with federal regulations, which would cause the PUCO to lose \$6 to 7 million in federal funding that helps to finance the Motor Carrier Safety Assistance Program.

Included in the new regulations are rules that require drivers of these vehicles to maintain log books and medical certificates. Furthermore, these vehicles are now subject to inspection by the state of Ohio, and the operations of the companies that use these vehicles are also subject to review from the PUCO's safety compliance auditors. After legislative protests during the 128th General Assembly by members of the Republican caucus, the PUCO agreed to delay the enforcement of the rule until January 1, 2012 because of concerns that the public, legislators and businesses alike needed more time to better understand how the rule would work and who would be affected.

"The new regulations, which far overreach the federal guidelines, put an additional encumbrance on many of Ohio's small businesses when they are least able to afford it," Boose said. "I'm encouraged that the PUCO has delayed the implementation of the rule as it will provide us with an opportunity to ensure that Ohio does not lose any more jobs because of these regulations." According to the nonpartisan Legislative Service Commission, the federal government requires the state to enforce federal hazmat regulations on this vehicle class. The PUCO has synced Ohio's rules with those federal requirements, but in doing so placed additional, not required safety regulations on vehicles of this weight that do not carry hazmat materials, enforcing significantly more regulation on vehicles in this class than required by the federal government.

Reps. Grossman and Boose's legislation will match Ohio's hazmat requirements to the federal standard and repeal the additional regulations that are not required by the federal government. They emphasize that this bill will help eliminate overly burdensome regulations and government red tape in order to make Ohio more attractive for business. The bill will now be assigned to a House committee, where it will undergo additional consideration. The Public Utilities Commission of Ohio (PUCO) is seeking testimony from Ohio's motor carrier community regarding new safety rules that will apply to private intrastate commercial motor vehicles. Additional information about the new motor carrier rules is available on the PUCO Web site at www.PUCO.ohio.gov.



2011 PHCC/ACCA Ohio Convention

March 8-11, 2011

Kalahari Resort, Sandusky Ohio

Plumbing & HVAC/R EXPO on March 10, 2011

Register before February 8, 2011 and SAVE!

Join other successful contractors in plumbing, hvac, hydronics & refrigeration at the 2011 PHCC/ACCA Ohio Convention. Registration information is available online now!

Go to www.ohioconvention-phccacco.org to download the convention brochure & registration form today. Mail it with your check or fax your registration with your credit card information to 216-393-0095.

Whether it's networking or learning in the seminars designed with your business in mind and accredited for CEU hours for licensed contractors, or seeing and talking with manufacturers' reps and suppliers about new and familiar products to help you work more efficiently day in and day out, you won't want to be anywhere else than at this convention. We look forward to seeing you there.

For Hotel Reservations call Kalahari direct at 877-525-2427. Rates are subject to availability. Please reference PHCC/ACCA Ohio Convention. You will need a credit card to guarantee payment.

PHCC/ACCA Ohio Convention

Phone: 877-553-EXPO (3976) Fax: 216-393-0095

Email: info@ohioconvention-phccacco.org / Website: www.ohioconvention-phccacco.org

ACCA Releases Annual Report to Members

The Air Conditioning Contractors of America (ACCA), the nation's largest association of indoor environmental systems professionals, released its 2010 Annual Report to Members at the opening general session of the 43rd Annual Conference & Indoor Air Expo. ACCA had a very successful year in 2010 featuring its eighth straight year of membership growth, the launch of new Quality Assured Contractor Recognition Program.

The Annual Report details the association's activities from the past year. Highlights of the report include:

- The aggressive advocacy efforts before Congress
- The new Quality Assured Contractor Recognition Program
- New Chapters joining the ACCA Federation Production of over 40 online seminars, as well as a record-breaking ACCA Conference & Indoor Air Expo, and the launch of the new Contracting Week program in the fall
- An updated Strategic Plan to drive the association and industry forward

The Annual Report is available online at www.acca.org.

Sales Closing Secrets

In sales, there is a huge difference between being “close” in a sale, and getting to “close” on a sale. One pays – the other doesn’t. Reasons for the missed close could be any of the following:

- Not selling the company – Customers draw many conclusions about you, your company and your competitors, but they’re looking for a “difference.” That difference is often the company’s integrity.
- Not selling your honesty/trustworthiness – Don’t get stuck on a great presentation that has no “personal” feel to it, no relationship, no eye-to-eye transfer of trust. The salesperson who fails to appear honest will not close many sales.
- Not presenting the “closing solution” to the customer. A customer wants his “solution” packaged for him – that’s why you’re there! Then, he wants this package presented as a logical, natural progression from his current situation to your solution for him. That’s all.

Effective closes come in all shapes and sizes that are just right for almost any occasion. Here’s one of the classics...

The Alternative Close of Choice (AKA The Dicker Close)

This close is so natural that it’s hard to resist. It’s also quite logical and usually avoids the sticking point of “Let me think about it” since you’re asking a direct question.

Basically, you’re giving the prospect a choice between two things, with either answer being a sale for you. The choice gives the customer a feeling of ownership in the decision – and results in ownership of the equipment as the close is finalized.

On the way to set up the close, you ask...

- “Since our pricing falls in line with your budget, which do you prefer, a <Brand> or a <Brand> system?”
- “Would the standard round thermostat be better, or do you prefer a digital programmable thermostat?”
- “We have 90 days same as cash, or I may be able to get you 6 full months with no payment. Which would help you better?”

In your progress toward the close, these “alternate of choices” have allowed the customer to personally select “their” system. They feel in control of these choices and if they ask for your input on helping them, you are stepping more into the advisory/expert role with each query. This builds their confidence and trust in you.

Remember that when you’ve covered the details and overcome any objections, you can close your prospect naturally with the Alternate of Choice method. Either answer is the same as “Sold!”

Sales Meets Marketing

Marketing is a method by which sales opportunities are created. Marketing can bring you the leads, but if you can't close 'em, what's the point?

For the best salespeople, their skills are *not* natural. They're trained – and train others – to sense when a buyer is in suspended disbelief (a good state by the way) or when they're eager for you to get to the price. They're trained to recognize when they've pushed internal 'buy' buttons, and need to bring out the proposal *that second*. The transition to the proposal should look as natural as breathing. Yet it's ordered, intentional, and studied.

You can't get this good by "winging it." Training is the only way. It helps improve our marketing to homeowners and it'll help you close more sales, at higher prices. Here's how:

- Share **your marketing promotions** with the entire staff at a weekly meeting. A simple plan is better than no plan.
- During the meeting, all must know **where the ads are running. Make sure to "offer" details and deadlines** (if you don't use deadlines or limits, you're losing *lots* of leads). Nothing is worse than a customer service representative (CSR) getting a call from an excited homeowner grasping a hot letter and responding, "I don't have a clue what you're referring to." Buzz kill.
- All techs, salespeople, and CSRs **must know your intended upsell for each offer**. For an IAQ inspection that's included with any service, or the maintenance agreement package included with an equipment upgrade. The logic is that if they enter the home with *no* upsell then they'll either leave with either a standard or no sale. If given an upsell, they get one more level to raise average transaction size.
- Whether these sales close or not, you must **follow up**. Your CSRs and eager salespeople *will follow up* with a planned script to make sure needs are met, more information given, and referrals requested. The credibility gained by doing this – sale or no sale – guarantees your differentiation and future calls.
- **Extra Sales Bump:** The last sales follow-up comes back to marketing. This is where you send the "unclosed prospect letter" to all fitting the description –average sales rate from sending it is 4%.

See, it's an intentional system. Whatever you're offering this season, marketing and sales must work like a team. When they're unified, the effect compounds to maximize leads, closing ratios, transaction sizes, and referral rates.

Cut Conflict with Internal Customer Service

One extremely important – yet perhaps one of the least pleasant – aspects of management is conflict resolution among employees.

To some degree or another, some level of conflict will probably arise between two or more employees at some point in time. And in the event of any major conflicts, management's help in resolving the issue will almost definitely be needed. However, Internal Customer Services can resolve the majority of conflicts before they escalate and begin to affect your business as a whole.

Internal Customer Service is the manner in which co-workers interact. Once you have realized that this is an important part of your company, you must also come to terms that it is inherently difficult to give exceptional customer service to any external customer if there is conflict, unhappiness, or lack of respect within the workplace.

A few tips for a healthier, happier, more productive workplace:

- Make sure each employee knows your company's mission.
- Each employee must realize that Internal Customer Service is the responsibility of everyone in the workplace.
- Realize and respecting each other's differences.
- Respect each employee's personal space.

Internal Customer Service is a valuable concept to keep in mind. Everyone benefits from exceptional customer service through reduced conflict, increased respect, and a greater degree of overall happiness.

Rule Breaking 101

"You shouldn't be on your company's mailing list."

FALSE: You should mail letters to your salespeople and technicians at the same time. Two things happen: 1) You find out when your letters are delivered AND if there are any areas that receive them late, 2) Your employees who may have missed or forgotten about the mailed offer get a reminder.

