



## REFRIGERATION CASE STUDY

### Client Profile:

A refrigeration contractor in Texas.

### Challenge

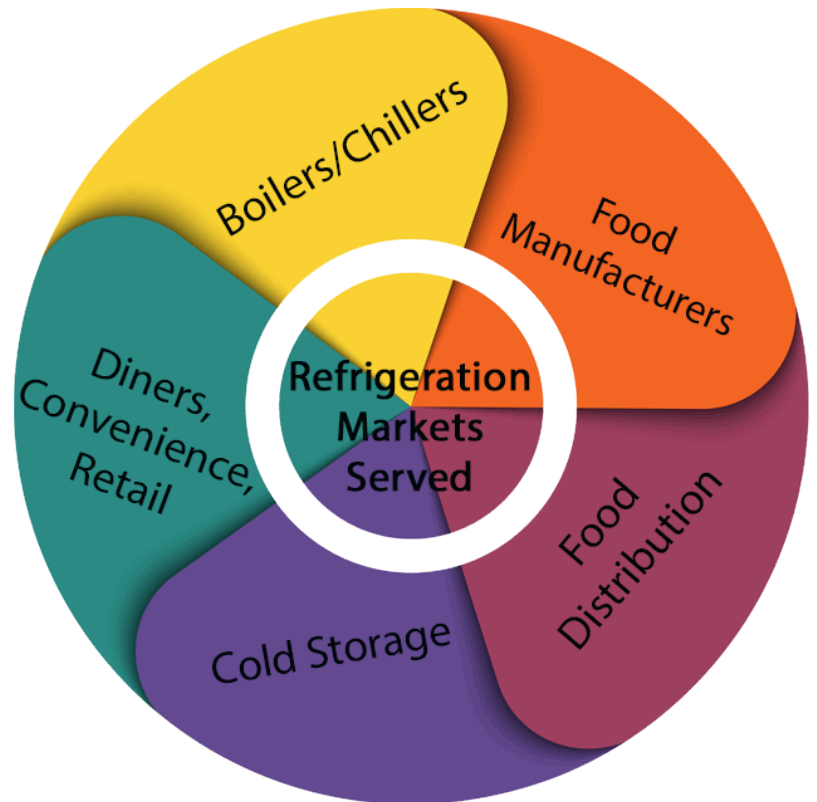
With our present economic situation, all businesses should be concerned with their current expenses and should be analyzing available data to see where they can cut unnecessary costs. Knowing this, our Client decided they needed to adopt a **more aggressive marketing strategy** that focused solely on maintenance agreements. In addition to providing top-notch service to their existing customer base, they needed to differentiate themselves in the marketplace to attract new business.

### Solution

Our Client decided to implement a program that allowed the account representative to offer a no-cost analysis of their maintenance agreement/contract to new clients. With each meeting, they are evaluating the business maintenance contract and the condition of equipment at no charge to the business. The hope is to start a relationship building process with businesses to gain their long term business.

To engage new businesses in the meeting, our client had certain criteria that needed to be met. They were also seeking businesses that either had a maintenance contract in place - as well as those that had an in-house team, but were considering outsourcing to a maintenance company. More specifically, they were seeking businesses with the right type of refrigeration equipment and knew that they were not willing to work on reach-in coolers.

The marketing strategy promoted the program through print and internet materials. They utilized our cold calling and telemarketing services to further **penetrate their market**. Rich Enterprises provided qualified appointments and sales leads for the client and talked directly with titles



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such as General Manager, CEO, Maintenance and Facility Manager, Owner and others in upper management.

The goal of the program was to get contacts excited about cost conservation and the end goal of saving money. The client's sales force conducted the in-person appointments to further educate prospects and secure new contracts.

Based on the impact and success of the program in its first year, the Client continued their program long term. For this particular client, their market size was smaller in size than other metros, so we were able to provide services for a period of time

and then let the list rest for a period of time before pursuing new appointments again. We have provided services to this company for 36+ months.



### **Results**

The benefit to the Client was penetration of its existing customer base while increasing their sales pipeline and gaining customer retention.