



Mindshift

In Association with
Preem'inance



HEATING AND AIR CONDITIONING BUSINESS

This mindshift story illustrates how a fresh way of thinking can turn adversity into opportunity.

I had a client who was in the heating and air conditioning business, and he had more business than he could handle. But he didn't have the capital to grow it -- because the cost of buying trucks, hiring and training skilled/high-paid people was extraordinary. Instead of rejecting or not accepting all that overage business, we went out and we found three quality heating and air conditioning companies that were NOT being fully utilized. Because I was able to show him the communication proposition, we were able to show these other companies that incrementally they were paying their people on salaries and had 30-50% non-utilization. We were able to give them the overage jobs, and pay them a fraction of our revenue from those jobs and show them the result meant incentive money for THEM, and we were able to make a small fortune on the extra business we couldn't have even ordinarily accepted because we didn't have the capital to expand in the past.

