

# GROW

## Your Ductless Business

### Get More Leads. Close More Sales.

#### Step 1: GET LISTED

The first step to getting more leads is to get more visibility. What if you could be found for not just one, but many Ductless terms? The Ductless Directory is a nationally ranked website that educates the consumer and advocates for the certified HVAC contractors. No wholesalers, just the good guys! Get a lift and double, triple even quadruple your exposure. It's the fastest and easiest way to grow your ductless business. Choose the special offer or super charge your rankings with our video marketing.

**Special offer on basic listing: Just \$9.99 month | \$99 year | \$149 lifetime.**

**Offer expires September 30th, 2020**

**<https://ductlessdirectory.com/special/>**

#### STEP 2: CRAFT A MEANINGFUL MESSAGE

HVAC Contractors operate in one of the most competitive industries so stating your message effectively matters. Be prepared to deliver your message in 10 seconds, 30 seconds or 1 minute. What does your client gain by doing business with you? What do they stand to lose if they don't do business with you?

Use the following to craft a message:

*I work with (ideal client description)* \_\_\_\_\_

\_\_\_\_\_

*Who struggle with (describe the pain they have)* \_\_\_\_\_

\_\_\_\_\_

*And who really desire...(solution you provide)* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ❑ **STEP 3: GET MORE EXPOSURE**

Gain visibility for your company both at a grass roots level and online.

**Grass root effort:** Build relationships with those that can refer many to you. Examples are Home Inspectors, Remodelers, Home Builder Association, condo and Townhome associations AND Realtors. Become a speaker to any of these groups.

**Build your online footprint:** Get as much exposure online as you can. Build your online reviews, offer to be interviewed by local newspapers, get attention when you donate to a charity. Seek out other ways to get mentioned online. As an example, the Ductless Directory releases new Blog post regularly. One way to increase visibility is to sponsor one of our blog posts. You'll be able to 'Share' the article on your social networks. The first 10 contractors who sign up will receive a bonus sponsorship on one of our educational and entertaining blog posts.

### ❑ **STEP 4: CONSIDER A DEDICATED DUCTLESS WEBSITE**

Convert the anonymous web browser to a web buyer with an effective website. Jump start your ductless business with a dedicated Ductless site. Our sites are locally optimized, and include 10 fully built content rich pages, are mobile responsive and AMP enabled, full on page SEO done for you with site speed optimization and site security. The site can be created to support any brand of ductless equipment.

### ❑ **STEP 5: CLOSE MORE SALES**

Did you know? According to SalesForce.com 66% of buyers are turned off by your presentation. What would it mean if you could increase your closure rate by 300%? I'll show you how to bridge the gap between How You Sell and Why They Buy. The first step is to understand how you sell. Get a FREE values assessment here: <https://crackmycode.com/heysmarty>. The next step is to understand WHY THEY BUY. Our personality coding technology will help you deliver the right message to the right buyer every time. Schedule a FREE 15 minute no obligation consultation to find out more. Then join my Facebook Group 'The Ductless Guy' for more tips, training, tools and tech that will super charge your success!



Join our Facebook group "The Ductless Guy" for more expert advice on how to grow you ductless business!