

CASE STUDIES

FOR HVAC & PLUMBING

CASE 1

Shopping for HVACR Solutions

Nashville Company Cashing in on The New Flat Rate



COPELAND & SON
AIR CONDITIONING & HEATING SERVICE

At restaurants, diners select meals from a list of options. At hardware stores, consumers compare floor samples before making a purchase. At Copeland and Son Air Conditioning and Heating Service in Nashville, Tenn., customers are shopping for HVACR upgrades in a similar fashion, using the no-pressure, advanced add-on sales system, The New Flat Rate.

“In today’s society, people want choices. They want to pick what they want, not what a salesman sells them. That’s exactly what we’re doing with The New Flat Rate,” said Nathan Copeland, sales manager. “After just one year, our average service ticket has gone up 43 percent. We believe 2014 will be our best year ever.”

Embracing a New Selling System

Copeland and Son started its family company in 1981, specializing in servicing, designing, engineering, and installing complete comfort systems. The company has grown to employ a dozen individuals, which family members deem is “just the right size.”

Last year, company reps spotted The New Flat Rate through National Comfort Institute’s (NCI’s) preferred vendor list. After a few phone calls, they signed up.

And, in just two weeks, they recouped their entire investment.

“We knew right from the start that this was different. It essentially sells itself,” Copeland said. “Now, our techs don’t feel like salesmen. All they have to do is say, ‘here’s what’s wrong with your system, here are a couple of solutions, and the consumer selects which fix they want.’ It’s as easy as that.”

No More Googling It

The New Flat Rate grants service companies the opportunity to offer a simple, yet polished, inventory book that grants consumers tiered comfort solutions. Through verbal packaging, the sales process helps to eliminate individual parts as commodities, stressing value in top-notch system upgrades and proper maintenance instead of Band-Aid fixes.

“Thanks to the Internet, today’s customers are more educated,” Copeland said. “When we tell them they have a capacitor out, they Google it. They can then have it shipped to them, and go to YouTube to try to learn how to install it. That isn’t an option with The New Flat Rate, which takes individual parts right out of the equation.”

Consistent Technicians

Copeland has noticed a striking difference in his service team’s confidence levels, stating that his guys are now free to do what they do best: fix systems, rather than constantly trying to sell equipment to customers.

“Once our guys learned the script, there was no tension anymore,” said Copeland. “We’re selling duct systems, heat exchangers, thermostats – you name it, all following the same principles. Our guys are consistent. They’re quoting things the same way, all the time. All they have to do is follow the system.”

Copeland said the results are speaking loud and clear.

“Our relatively new techs and more-experienced techs are exceeding the industry’s standards for what a service truck should generate each week,” he said. “Our callbacks are down to less than 1 percent. This process makes us different; it makes us better to serve our customers. I can’t think of any other system that offers this type of return on investment. We are amazed at how elated the consumer is with this process.”

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FLAT RATE**
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706-259-8892
info@thenewflatrate.com
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