

 INSIGHTS SERIES

# 7 Tips for HVAC Field Service Excellence

Through sweltering heat and fierce blizzards, HVAC technicians are there to keep equipment running at peak performance. But how do you make sure you get peak performance out of your HVAC service organization year round?

## TOP 7 TIPS

Here is a list of 7 tips to help you achieve excellence in your HVAC service organization.

- 1 Properly Train Your HVAC Techs
- 2 Spread the Word
- 3 Maximize Your Downtime
- 4 Stay Profitable During Busy Times
- 5 Build and Maintain Relationships
- 6 How to Weather the Winter
- 7 How to Boost Field Service Referrals



FIELD **SERVICE** DIGITAL

### 1 Properly Train Your HVAC Techs

According to author of two books on the HVAC industry Richard Shuster, most mistakes made by HVAC technicians are due to a lack of training. By reinforcing basic skills and the use of technology to communicate less problems will ensue.

**Read full article - [Richard Schuster: What HVAC Techs Need Most — Training, Training, and More Training](#)**

## 2 Spread the Word

There are effective ways to advertise and then there are methods that aren't so compelling. The two most powerful approaches listed are professional networking, and word of mouth. The following list separates great, good, and bad advertising practices that are most commonly used.

***Read full article - [Top 8 Ways to Advertise Your HVAC Business](#)***

## 3 Make the Most Out of Seasonal Downtime

Honing your skills, pushing preventative maintenance programs, and focusing on marketing are just three things you could be doing to maximize the extra time that many HVAC companies face during the fall and spring. These quieter months can still be very productive despite the lack of a winter chill or a sizzling summer.

***Read full article - [3 Ways HVAC Companies Can Maximize Seasonal Downtime](#)***

## 4 Stay Profitable During Busy Times

Service firms often get too caught up in the frenetic pace of handling as many calls as possible — but often lose sight of the advantages (and profits) of tackling fewer service calls and doing them well according to Charlie Greer of Contracting Business. "Your customers are not interested in getting a rush job today because you're busy."

***Read full article - [How HVAC Firms Can Keep Profits Peaking Through the Summer](#)***

## 5 Build and Maintain Relationships

Small gestures can really make a big impression on customers. By just building and maintaining direct relationships with customers, HVAC businesses utilize one of the best marketing strategies: word of mouth.

***Read full article - [How HVAC Firms Can Beat Big Rivals: Small Gestures With Big Payoffs](#)***

## 6 How to Weather the Winter

Properly preparing for the winter season can be stressful. But with these three tips you'll be ready to take on the cold. A well-equipped truck, vacation schedules and a refresher course to warm up your techs will limit any scheduling conflicts or tedious mistakes.

***Read full article - [Gearing up for Winter? 3 Tips for HVAC Contractors](#)***

## 7 How to Boost Field Service Referrals

Your techs are the face of your field service organization. They can be major referral boosters if they're well prepared. To find out how you can equip your technicians to gain more referrals click the link below.

***Read full article - [Three Tips to Boost Field-Service Referrals](#)***