

HVAC Plan

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HVAC PLaN

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ICP:

? ICP (ONE LINE, EASY TO FILTER)

US residential HVAC companies spending \$5k-\$20k/month on Meta ads, generating 150-400 leads/month, taking more than 15 minutes to call new leads.

That's it.

Anyone outside this → don't sell.

? HOW TO IDENTIFY THEM (FAST)

Option 1: Meta Ads Library (BEST, FREE)

Steps

1. Go to Meta Ads Library
2. Search keywords:
 - "AC repair"
 - "HVAC installation"
 - "Emergency AC service"

3. Filter:

- Country: United States
- Category: All Ads

4. Click ads with:

- Lead Form CTA
- Multiple ad creatives
- Ads running 30+ days (means spend)

Signal

- If they're running multiple lead ads → they have volume
- If ads run continuously → agency-managed

☐ These are prime targets.

Option 2: Facebook Pages ? About Section

What to look for

- "Marketing partner: XYZ Agency"
- Phone number vs form-only
- No instant booking

If form → they rely on follow-up → pain exists.

Option 3: HVAC Agency Client Lists (CHEAT CODE)

Search Google / LinkedIn:

“HVAC marketing agency”
“HVAC lead generation agency”

Open agency websites → look at:

- Client logos

- Case studies

Those HVACs:

- Already spend on ads
 - Already care about leads
 - Already losing to slow follow-up
-

? WHO TO CONTACT (INSIDE COMPANY)

Target **ONLY**

- Owner
- Founder
- General Manager

Skip

- Marketing managers
 - Receptionists
 - Sales reps
-

? HOW TO REACH THEM (WHAT ACTUALLY WORKS)

Channel 1: Cold Email (Highest ROI)

Subject

Quick question about your Meta leads

Body

Hi {{Name}},

Saw you're running Meta lead ads for HVAC in {{City}}.

Quick question – how fast are new leads called right now?

We help HVAC companies automatically call every Meta lead within 5 minutes and book jobs (24/7).

Worth a 10-min chat to see if this could plug leaks in your follow-up?

– {{Your Name}}

That's it.

No deck. No AI buzzwords.

Channel 2: LinkedIn (Low Volume, High Quality)

Connection note

Saw you're running HVAC lead ads – curious how you're handling follow-up speed?

After accept:

Most HVACs we talk to lose jobs because leads wait 30–60 mins.

We built a system that calls every Meta lead in under 5 minutes and books appointments.

Open to a quick look?

Channel 3: WhatsApp / SMS (Only if number is public)

Hey {{Name}}, saw your HVAC ads in {{City}}.

Quick question – are new Meta leads called within 5 minutes right now?

We help HVAC companies automate this.

– {{Your Name}}

Short. Respectful. Works.

? QUALIFICATION (DO NOT SKIP)

Ask these 4 questions on first call:

1. Are you currently running Meta lead ads?
2. Roughly how many leads per month?
3. How fast are leads called today?
4. Do you miss after-hours leads?

Sell ONLY if

- Q1 = Yes
- Leads $\geq$ 100/month
- Response time $\geq$ 15 minutes

? WHO CLOSES FASTEST (PRIORITY ORDER)

- 1☐ HVACs missing after-hours leads
 - 2☐ HVACs blaming agencies for “bad leads”
 - 3☐ HVACs scaling fast (new techs hired recently)
-

? WHO TO AVOID (WASTES TIME)

- ☐ < 50 leads/month
 - ☐ “We’ll think about it” types
 - ☐ “Can AI close deals?”
 - ☐ “We want to test free for 3 months”
-

? 7-DAY EXECUTION PLAN

Day 1-2

- Scrape 50 HVAC companies from Meta Ads Library

Day 3-5

- Send 20 cold emails/day
- 10 LinkedIn connection requests/day

Day 6-7

- Book 2-4 demos
 - Close 1 paid pilot
-

? FINAL RULE (IMPORTANT)

You are **not** selling AI.
You are selling **speed**.

If they don’t emotionally react to:

“Leads waiting 30-60 minutes”

They are not your ICP.

If you want next:

- Exact **email follow-up sequence**
- **Agency partner ICP + outreach**
- **Demo script that closes**
- **CRM tagging & lead routing logic**

Say which one.

GTM

Got it. Constraints are clear:

- ☐ You **cannot reliably call or SMS US numbers** (India registration)
- ☐ You **cannot dogfood outbound voice** pre-sale
- ☐ You still want to **sell US HVAC customers**
- ☐ Product works **once deployed on customer numbers**

So your GTM must be **non-voice, non-SMS, trust-safe** until post-sale.

Here is a **clean, executable GTM** that works with these exact constraints.

No fluff.

? GTM STRATEGY (BUILT FOR YOUR CONSTRAINTS)

Core idea

- ☐ **Sell outcomes without live calling**
- ☐ **Deploy AI only after customer signs**
- ☐ **Use proof, simulation, and math — not live calls**

This is how many infra SaaS companies sell cross-border.

? TARGET MARKET (LOCKED)

US residential HVAC companies

- Running Meta lead ads
- 150–400 leads/month
- Missing after-hours or slow follow-up
- Owner-led decision making

? PRIMARY GTM MOTION (THIS IS THE ONE)

1?? Ads ? Demo booking (NOT lead form)

What your ads should say

Do NOT promise live calls to them

Use this angle:

“Most HVAC companies lose jobs because leads aren’t called fast enough. We built an AI system that fixes this — without hiring more staff.”

CTA:

☐ **“Book a 15-minute demo”**

No phone number capture required beyond demo.

2?? Demo = SELL WITHOUT CALLING

Your demo must have **4 assets**:

A. Pre-recorded real call examples

- 2-3 short clips
- Emergency repair
- Install lead
- After-hours lead

These can be:

- Internal simulations
- Calls made on Indian numbers
- Clearly labeled “Sample AI Call”

This is enough.

HVAC owners don’t need *their* phone to ring.

B. Visual call flow (very important)

Show:

```
Meta lead →  
SMS (from business number) →  
AI call →  
Qualification →  
Calendar booking →  
CRM update
```

This builds confidence.

C. ROI math (you already have this)

Walk through:

- Their leads
- Their response time
- Lost revenue
- Cost vs gain

This closes deals.

D. Deployment clarity (kills objections)

Say clearly:



“Once you sign, the AI runs on *your* phone number, registered to *your* business. We don’t call your customers from India or shared numbers.”

This removes fear.

3?? Close with LOW-RISK OFFER

Since they can’t “experience” a live call pre-sale:

Offer structure

- \$249/month
- 30-day performance guarantee
- You onboard 1-2 lead sources first
- You monitor first 50 calls

This replaces dogfooding.

? HOW TO GET TRAFFIC (NO CALLING, NO SMS)

Channel 1: Meta Ads (YOU run them)

Target:

- Job titles: Owner, Founder
- Interests: HVAC, AC repair, ServiceTitan, Jobber
- Geo: US only

Creative angle:

- “You paid for the lead. Your competitor answered first.”

This works.

Channel 2: Cold Email (SAFE FROM INDIA)

Cold email is **completely fine** cross-border.

How to source leads

- Meta Ads Library → HVAC advertisers
- Apollo / Clay / Instantly
- Agency client lists

Simple email

Subject: Quick question about your Meta leads

Hi {{Name}},

Saw you're running HVAC lead ads.

How fast are new leads called right now?

We help HVAC companies automatically call, qualify,
and book leads within 5 minutes – using their own business number.

Worth a quick demo?

– {{Name}}

This is allowed, scalable, and effective.

Channel 3: LinkedIn (VERY SAFE)

- Connect with owners
- No selling on connect
- Start with speed-to-lead question

You don't need volume here.

? SECOND GTM MOTION (HIGH LEVERAGE)

HVAC AD AGENCIES (THIS IS HUGE)

Agencies:

- Already US-based
- Already have Twilio trust
- Already manage multiple HVACs

How you pitch agencies

“We help your clients convert more leads without touching ads.
You keep the client longer. We handle follow-up.”

Why this solves your India issue

- Agency uses **their infra or client infra**
- You're just software + logic
- Zero carrier risk for you

This is your **scaling channel**.

? DEPLOYMENT MODEL (IMPORTANT)

After customer signs:

1. Customer provides:

- Existing business number
OR
 - Buys new number in their name
2. Trust Hub registration is done **per customer**
 3. AI goes live

You NEVER:

- Call from your number
 - Register US traffic under Indian entity
-

? WHAT YOU MUST STOP DOING

- ☐ Calling leads pre-sale
 - ☐ Promising “we’ll call you now”
 - ☐ Trying to bypass carrier trust
 - ☐ Waiting for Trust Hub to sell
-

? WHAT ACTUALLY SELLS THIS PRODUCT

- Speed-to-lead math
- Clear deployment explanation
- Proof (recordings + logic)
- Strong ICP
- Performance guarantee

Not live demos.

? 14-DAY EXECUTION PLAN

Day 1-3

- Update landing CTA → Demo only
- Add recorded call examples
- Add “runs on your business number” copy

Day 4-7

- Launch Meta ads to demo
- Send 20 cold emails/day

Day 8-14

- Run demos
- Close 1-3 HVACs
- Deploy using THEIR numbers

FINAL TRUTH (IMPORTANT)

Your **constraint is normal**.

Many global SaaS companies sell US voice infra **without touching calls pre-sale**.

If you solve:

- Conversion
- Trust
- Deployment clarity

You win.

If you want next, I can:

- Write **demo script that closes without live calls**
- Create **agency partner GTM**
- Design **Trust Hub onboarding SOP**
- Rewrite your landing page CTA + copy for this GTM

Tell me which one.

Sales Pitch

You're right — your instinct is correct.

What you had before was a **feature explanation**.

What you need is a **control-the-narrative sales conversation**.

I'll give you a **stronger, founder-level sales call framework** that:

- Forces *them* to quantify pain
- Makes the cost obvious **before** you say the price
- Positions your tool as a **bridge** from current state → desired state
- Makes the close feel logical, not salesy

This is how experienced operators sell.

? SALES CALL FRAMEWORK: STATE ? GAP ? FUTURE ? BRIDGE

You do **not** pitch first.

You **diagnose**, then narrate.

1?? OPENING: CONTROL THE FRAME (30 sec)

“Before I explain anything, I want to understand how you're handling leads today.
If it's not a fit, I'll tell you straight.”

This immediately:

- Lowers defenses
 - Signals confidence
 - Gives you authority
-

2?? CURRENT STATE: FORCE THEM TO ADMIT THE PROBLEM

Ask **only these questions**. Don't improvise.

Q1 — Lead Volume

“Roughly how many Meta leads do you get per month?”

Let them answer.

Q2 — Response Time (critical)

“When a lead comes in, how fast does someone usually call them?”

Pause. Let silence work.

Q3 — Coverage Gap

“What happens to leads that come in after hours or when the team is busy?”

This exposes the leak.

Q4 — Ticket Size (THIS JUSTIFIES PRICE)

“What’s your average service call worth?
And installs — ballpark?”

Let them say the numbers **out loud**.

3?? MIRROR BACK THEIR REALITY (THIS IS WHERE POWER COMES)

Now you summarize **their own words**:

“Okay — so you’re getting about **[X] leads/month**,
calling them back in about **[Y time]**,
and an average job is worth **[\$Z]**.”

“That means missing just **one job per week** costs you roughly **[\$Z × 4] a month**.”

Stop talking.

Let that land.

This is where they emotionally buy in.

4?? FUTURE STATE: PAINT WHERE THEY WANT TO GO

“Ideally, you’d want every lead called immediately —
even at night, on weekends, when your team is busy —
and only the serious homeowners landing on your calendar.”

Get them to say **yes**.

5?? THE GAP (THIS IS THE ENEMY)

“The gap right now isn’t your service or pricing.
It’s response time.”

“When someone’s AC breaks, they don’t wait —
they book whoever responds first.”

You are positioning **delay as the villain**, not their team.

6?? THE BRIDGE: INTRODUCE YOUR TOOL (ONLY NOW)

“What we built is a safety net for that gap.”

“The moment a lead comes in:

- It’s called within 5 minutes
- Qualified
- And booked into your calendar
before competitors even respond.”

Notice:

- No AI hype
 - No feature list
 - Just outcome
-

7?? DEMO (SHORT + PROOF-BASED)

“Let me show you exactly what your customers hear.”

Play:

- Live demo **or**
- Real call recording

After demo:

“That call would’ve been lost if no one responded fast.”

8?? PRICE JUSTIFICATION (THIS IS WHERE IT BECOMES OBVIOUS)

Now — and only now — you say price.

“This costs **\$249/month.**”

Then immediately anchor:

“That’s less than:

- One missed service call
 - One emergency repair
 - Or a fraction of one install”
-

"If it saves even **one job**, it pays for itself."

No pause yet.

9?? RISK REVERSAL (REMOVE FINAL RESISTANCE)

“You’re month-to-month.

If it doesn’t call leads in under 5 minutes and book real appointments, we refund you.”

“You’re not betting on AI — you’re testing faster response.”

? CLOSE (ASSUMPTIVE, NOT PUSHY)

“Do you want to try this with your next batch of leads?”

OR

“If we had this running this week, would that help you capture more jobs?”

Let them answer.

? WHY THIS WORKS (IMPORTANT)

You:

- Made **them** define value
- Made **them** say ticket size
- Made **them** admit delay
- Made price feel small *before* saying it
- Positioned tool as insurance, not software

This is **operator selling**, not SaaS selling.

FINAL UPGRADE (OPTIONAL BUT POWERFUL)

Add this line near the end:

“Most HVAC companies don’t lose jobs because they’re bad.
They lose them because they’re slow.”

That sentence sticks.

Sales Objection

Good. I'll answer **every objection** cleanly, **operator-style**, the way it actually needs to be said on a sales call.

No theory. No buzzwords.

You can literally read these out loud.

? TRUST & REPUTATION OBJECTIONS (Answered)

1?? “I don’t want a robot calling my customers”

Answer:

“Totally fair. That’s why it doesn’t try to sell, diagnose, or upsell.
It only does what your dispatcher would do in the first 60 seconds — confirm the issue and book a time.
If it can’t do that cleanly, it stops.”

2?? “Will my number get flagged as spam?”

Answer:

“We don’t use shared numbers or blast calls.
This runs on **your own number**, calling **only people who just submitted a form asking to be contacted**.
That’s very different from robocalling.”

(Important: you must emphasize opt-in every time)

3?? “What if the AI says something wrong?”

Answer:

“That’s exactly why it’s scripted and limited. It’s not improvising or chatting freely. Same questions, same flow, every time — and every call is recorded so you can review it.”

4?? “I don’t want customers to feel deceived”

Answer:

“We can disclose it’s an automated assistant, or not — your choice. In practice, customers care far more about getting help fast than who’s on the line.”

? ROI & VALUE OBJECTIONS (Answered)

5?? “My team already calls leads”

Answer:

“I’m sure they do — during business hours. The leads you’re losing are the ones that come in when they’re busy, driving, or off the clock. Those are the easiest jobs to win.”

6?? “I don’t get enough leads for this”

Answer:

“Then you probably don’t need it yet.
This only makes sense if missing even one job a week hurts.
For companies running real ad spend, it pays for itself very quickly.”

(This actually builds trust.)

7?? “Meta leads are junk”

Answer:

“Exactly.
That’s why the AI filters them **before** they hit your calendar.
Renters and price shoppers never reach your team.”

8?? “\$249/month is expensive”

Answer:

“One average service call covers several months.
If this saves or wins even one job, it’s paid for.
If it doesn’t, we refund you.”

?? OPERATIONAL / TECH OBJECTIONS (Answered)

9?? “This won’t work with my CRM”

Answer:

“We don’t replace your CRM.
We just push call summaries and bookings into it — or email you if needed.
Very lightweight.”

? “Setup sounds like a headache”

Answer:

“Setup is one 30-minute call.
We configure everything for you and go live in a few days.
You don’t need to touch anything.”

1???1??? “What if it books bad appointments?”

Answer:

“It only books inside rules you approve — service type, urgency, homeowner status.
If a lead doesn’t qualify, it doesn’t book.”

1???2??? “My calls are more complex than that”

Answer:

“That’s fine — this only handles the **first 2 minutes**.
Once it’s booked, your tech or dispatcher handles the rest like they always do.”

?? LEGAL / COMPLIANCE OBJECTIONS (Answered)

1???3??? “What about TCPA?”

Answer:

“Every call is to someone who just opted in and requested contact.
No cold calls, no lists, no scraping.
That’s exactly how Meta lead forms are designed to be used.”

1???4??? “Are customers actually consenting?”

Answer:

“Yes — the lead form explicitly asks for contact.
We’re just responding faster than your competitors.”

? PSYCHOLOGICAL / EGO OBJECTIONS (Answered)

1???5??? “I’ve been fine without this for years”

Answer:

“Totally — but ad competition and response times have changed.
This isn’t about running your business differently, just responding faster.”

1??6?? “HVAC is a people business”

Answer:

“Exactly.

That’s why this only handles the boring part — getting the job booked — so your people handle the real work.”

1??7?? “I don’t want to lose control”

Answer:

“You don’t.

You can listen to every call, tweak the script, and turn it off anytime.”

1??8?? “My dispatchers won’t like this”

Answer:

“Most dispatchers love it because they stop calling dead leads and voicemail boxes.

They only deal with people who are ready.”

? HIDDEN KILLER OBJECTIONS (Answered)

1??9?? “Who else is using this?”

Answer:

“We’re onboarding a small group of HVAC companies first so setup stays high-quality.
You won’t be a test case — you’ll be an early customer with direct access to us.”

2??0?? “What if you shut down?”

Answer:

“Fair question.
You’re month-to-month, no lock-in.
If we disappear, you stop paying — simple.”

2??1?? “What if it works too well?”

Answer:

“Then we slow it down, cap bookings, or pause.
That’s a much better problem than missing jobs.”

? THE “I’LL THINK ABOUT IT” KILLER (THIS IS CRITICAL)

Answer:

“Totally fine.
Before you go — how fast do you usually call leads today?”

(They answer)

“That’s exactly the gap this fixes.

If you’re okay losing jobs because of response time, then this isn’t necessary.

If not, we can test it safely.”

? FINAL FOUNDER NOTE (IMPORTANT)

If you lose deals **after** handling objections like this, it’s not:

- Features
- AI quality
- Price

It’s either:

1. They don’t run enough ads
2. They don’t feel the pain yet
3. They don’t trust early-stage vendors

And that’s okay — those are not your first 10 customers.

If you want next, I can:

- Compress this into a **1-page sales battle card**
- Write **email + LinkedIn objection replies**
- Help you pre-handle these objections directly on your landing page
- Design a **demo flow that neutralizes objections before they speak**

Tell me what you want next.