

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
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? 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
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? 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.

Revision #1

Created 2026-01-17 18:17:31 UTC by Chandan Kumar

Updated 2026-01-17 18:17:44 UTC by Chandan Kumar