



WHY CONTRACTORS NEED BRANDING

THE ROLE OF BRAND IN DRIVING BUSINESS
AND DIFFERENTIATING YOUR COMPANY

Peter Troast, Founder & CEO

David Puelle, Creative Director & Founder, Puelle Design

April 3, 2024

What We'll Discuss

- 1 Why Differentiation is Becoming So Important**
- 2 Defining, Building, Managing Your Brand**
- 3 Our Core Challenge as an Industry: Differentiating on "High Performance"**



WHY DIFFERENTIATION IS BECOMING SO IMPORTANT



HOW DO WE WIN THIS JOB?

Your Quote

21.5 SEER 1 ton Fujitsu ducted heat pump, 4 supply registers, 1 return grill, new R8 flex duct system.	\$14,856
Attic Insulation Removal, Air Sealing, Reinsulation	\$7,707
Airseal uninsulated portions of subfloor	\$4,735
Upgrade electrical service to support home electrification	\$5,805
TOTAL	\$33,103

Competitors Quote

17 SEER 1.5 ton Daikin ductless mini split system (2 indoor heads)	\$7,447
Upgraded electrical service	\$6,241
TOTAL	\$13,688



Marketing Changes—Competition

Electrification is Driving New Entrants



**Entrepreneurial
Contractors**

Quality Contractors

Lead Sellers

**SPAM
"Contractor"
Websites**



**Utilities & Efficiency
Programs**



Concierge

Directories
(Clean Energy Connection, Yelp)

**Special Financing
Models**





DOES YOUR COMPANY STAND ABOVE?

THE GROWING IMPORTANCE
DIFFERENTIATION

Peter Troast, Founder & CEO

February 7, 2024



Categories of Differentiation

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



**A Fundamentally
Different Kind of
Contractor**

High Performance

Premier

Comprehensive Solution

Elite

Advanced

Building Science Expert

Home Performance

High Quality



WHAT IS A BRAND?



Your brand is the power of your reputation.

Branding helps your audiences connect with you on a **rational** *and* **emotional** level.

It lives in your customer's heads.



Your Brand is Not
Your Identity

United States of America



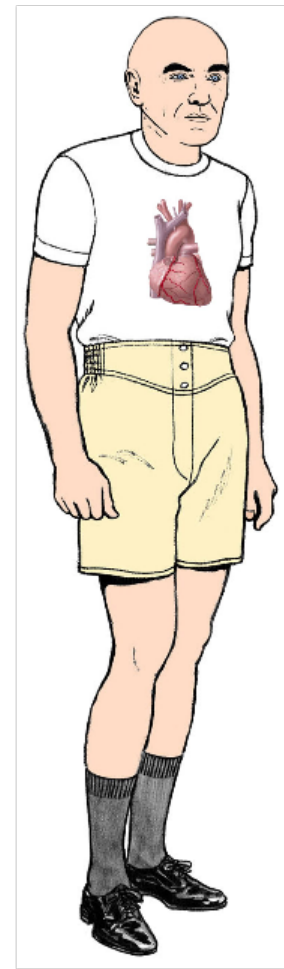
Your Identity Signifies your Brand



Forever

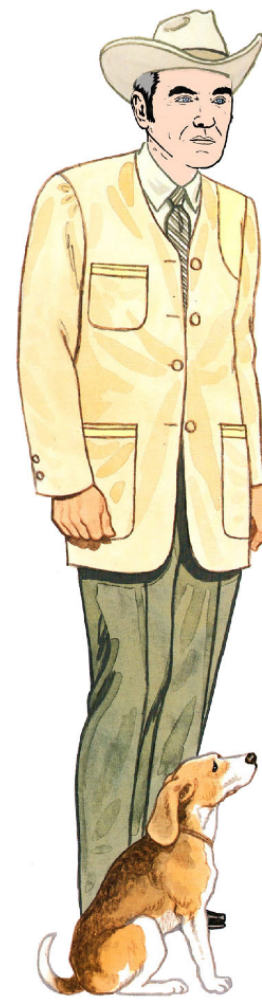


Daily



Heart
& Soul

BRAND



Personality
Demeanor
Style

IDENTITY



Relationship
to the world.
What you say.

MARKETING

Strategic
Positioning

Tactical
Messaging

Brands are like people:

They have a name, personality, character and reputation.

We can respect, like and even love a brand. We can think of them as a friend, or merely an acquaintance.

They can be viewed as dependable, principled and caring, or opportunistic, capricious and self-centered.



The Communications Continuum

Strategic & longer-term

Tactical & shorter term

Where are we going?

Organization Strategy

Goals (Long & Medium)

- financial
- growth
- societal
- business
- partnerships

Who are we?

Brand

- Ethos
- purpose
- corporate culture

How do we act?

Identity

- All touchpoints
- logo
- graphics,
- language,
- collateral architecture
- website
- graphic standards

Managed properly,
the identity reinforces
the brand.

Who are we talking to?

Positioning

- Positioning
- Sales Plans
- Audience definition
- Sector definition
- Competitive review
- Messaging matrix by audience

What do we say?

Communications

- Messaging
- Sales & Advertising
- Sales collateral
- Daily marcom



ARE THEY IMPORTANT?





VW Engine Oil
(1 Liter) -...

\$9.59

FCP Euro

 Get by 4/4



Porsche 911
(996) Carrer...

\$38.97

Pelican Parts

 Get by 4/11



HOW DO YOU BUILD A BRAND?



Understand Who You Are and be the Best Version of It



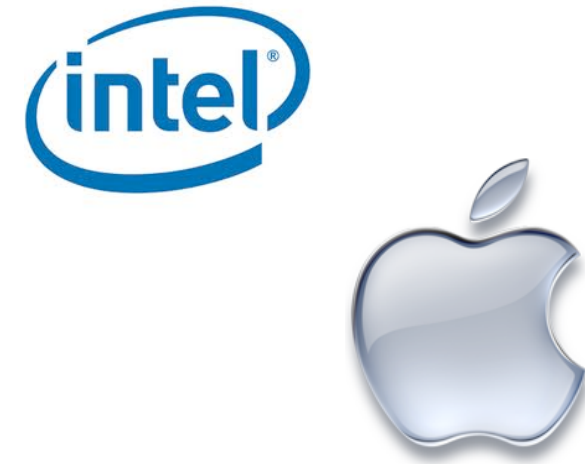
Be Relatable

Change

Hero



Magician



Outlaw



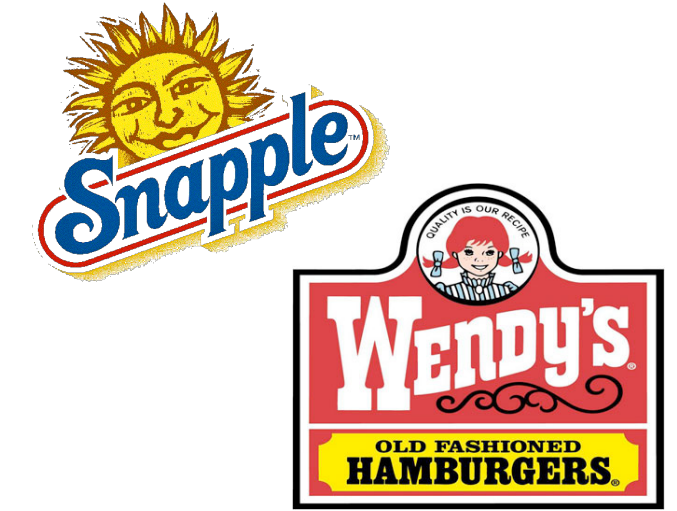
Jester



Lover



Regular Guy



Order

Caregiver



Ruler



Creator



Explorer



Sage



Innocent



A Brand is Manifested through Identity at Every Touchpoint

Touchpoints

(Every single interaction you have with a customer or potential customer)

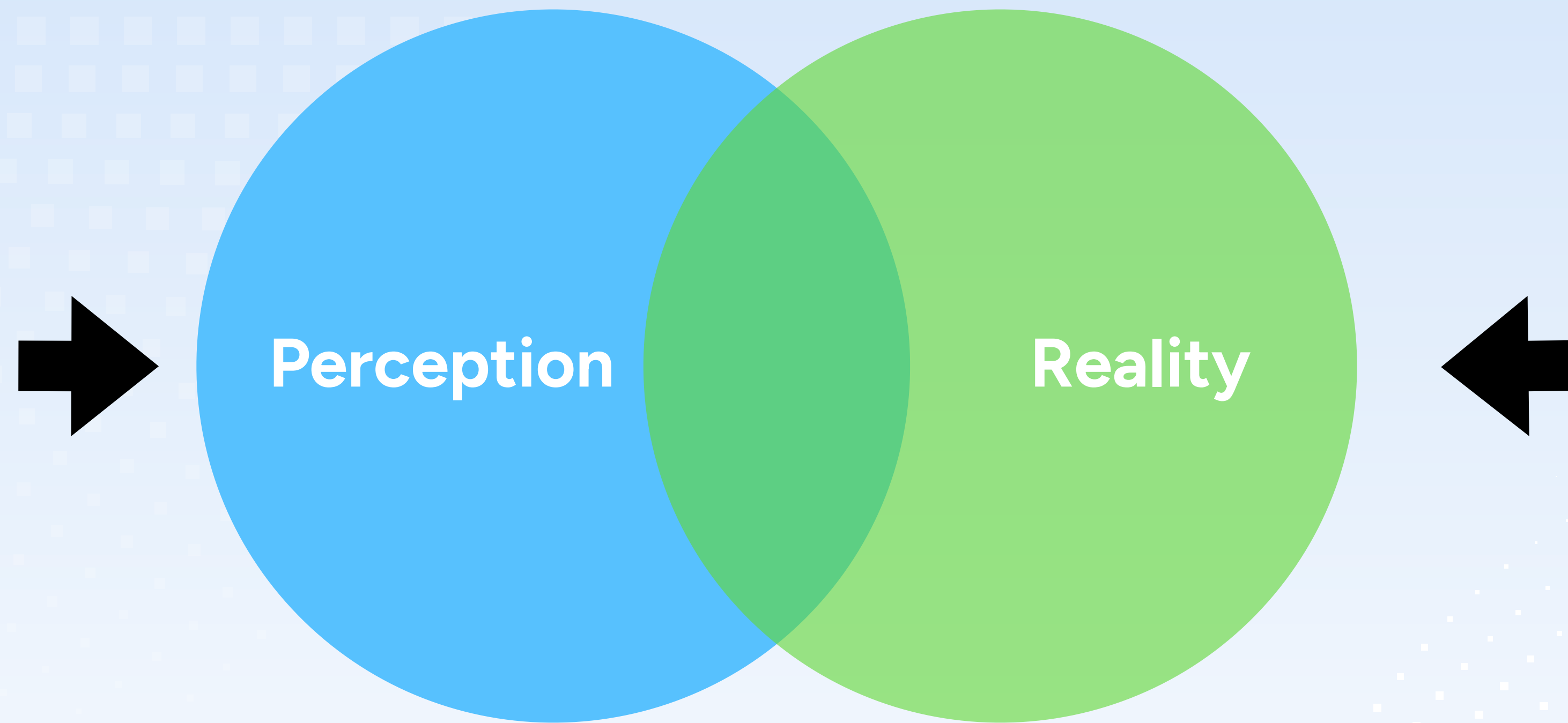
- 1 Identity/Logo
- 2 Website
- 3 First Phone Call Experience
- 4 Advertising - tone
- 5 Front Line Sale Force - personality, knowledge
- 6 Truck Fleet - graphics, cleanliness, how they're driven
- 7 Installation Crews - attitude, dress, proficiency
- 8 etc
- 9 etc
- ↓ etc



HOW DO YOU MANAGE A BRAND?



Make Reality Match the Perception You Intend



Perception shifts with communications, marketing and word of mouth.

Reality shifts by addressing fundamental issues of culture, behavior and product or service offering.





WHAT DIFFERENTIATES A "HIGH PERFORMANCE" BRAND?





WE FIX UNCOMFORTABLE HOMES!



WHAT DIFFERENTIATES A "HIGH PERFORMANCE" BRAND?



WHAT IS "HIGH PERFORMANCE"?

Building Science Oriented

Building Science Standard

- A clear diagnostic process
- Working to a standard
- Calculating loads
- Addressing ducts
- More comprehensive jobs
- etc

Customer Oriented

Communications

- Web
- Sales process
- Documentation
- Scheduling
- Compelling case
- etc

On Site

- Timeliness
- Cleanliness
- Politeness
- Attire
- Craftsmanship
- etc

A Better Home

Outcomes

- Better outcomes and results
- Comfort?
- Efficiency?
- Cost?



UNTIL YOU DEFINE THE TERM FOR YOUR CUSTOMER, YOU HAVE NO IDEA HOW THEY HEAR IT.

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



END

