Principia DemandBuilder® Residential HVAC
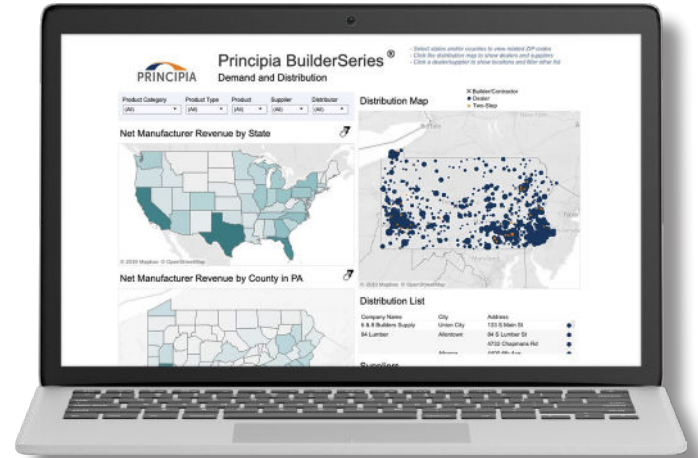
Change the way your company views the residential HVAC market with interactive, online dashboards

DemandBuilder®

Principia's DemandBuilder® is an innovative data tool that enables users to view and analyze market size and product share for residential HVAC. DemandBuilder® forecasts the market with a three-year outlook to support targeted sales and marketing planning. Forecast demand for the product category is reinforced by voice of customer insights from key participants across the value chain.

Subscribers access data and insights through interactive dashboards and summary briefs.

Subscription Resources

→ Custom territories/ geographies
→ Macroeconomic dashboards
→ Quarterly updates to DemandBuilder®

→ Summary briefs released twice a year
→ Voice of Customer dashboards

Industry Experience: Sales Transformation Strategy in Residential HVAC Distribution

Situation	Approach	Outcome
Distributor of HVAC systems sought to reevaluate its go-to-market strategy in better serving its contractor customer base.	Internal and external assessments were conducted to map how customers were targeted and supported by distribution. Changes were recommended to the current sales coverage model, as well as the compensation structure.	Sales transformation actions were taken which led to a more streamlined approach in serving its national and regional customer base, with a 20% increase in sales over the first two years.

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BRIDGING INSIGHT INTO ACTION

Contact Principia For More Information

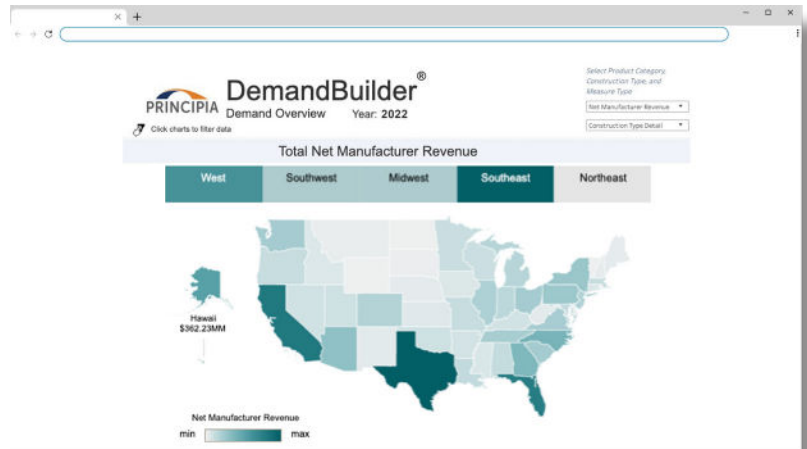P: (610) 363-7815 | info@principiaconsulting.com | principiaconsulting.com
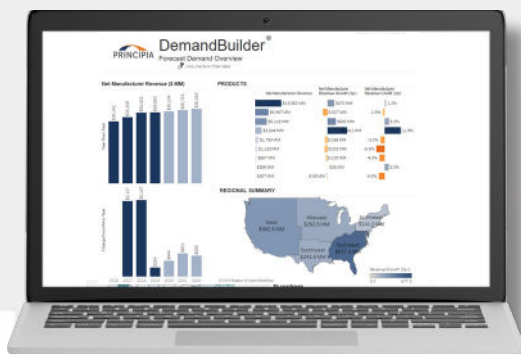
Segmentation

DemandBuilder® Residential HVAC
in volume and revenue is segmented by:

- Product
- Fuel source — oil, gas, electric
- Market — new construction, repair and replacement
- Unit type — single family, multifamily
- Distribution — channel outlets
- Geography — national, regional, divisional, and state level

Residential HVAC Products Covered

- → Boiler
- → Central Air Conditioner
- → Ductless Mini Split
- → Furnace

- → Heat Pump
- → Packaged System
- → Ventilator

Data Visualizations and Customizations

- Sales regions and territories mapped overlay in DemandBuilder®
- Custom views created to depict company-specific insights
- External demand data integrated with internal operating data to create client-specific views

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Principia DemandBuilder® Residential HVAC

Each DemandBuilder® subscription includes ongoing support and engagement from our team to help maximize the benefits of this tool

Benefits

Segment product demand to better understand markets

Accurately measure your current share and revenue potential

Identify revenue opportunities to pursue by product, market and geography

Work with your customers to grow market share together, leveraging macro and micro growth drivers in each market

Align sales resources with territory opportunities

Set benchmarks for your business using comparative market data while ensuring proper coverage to serve projected demand

Partnership, Engagement, and Support

Principia is dedicated to helping our clients achieve their goals and initiatives using DemandBuilder® through ongoing support. Support services help subscribers get maximum value and impact while minimizing their internal staff time.

Dedicated Support

- Onboarding and training provided upfront and ongoing
- Check-ins throughout partnership to discuss needs/ successes
- Follow-up training after onboarding
- Quarterly maintenance discussions
- Access to analysts for support and training

Communications

- Content/ analysis: updates from analyst team throughout the year
- Blog: receive industry related news, information, data, and trends

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