



# Myths and Misperceptions: How Markets Are Really Made in HVACR

*J. Michael Marks, Steve Deist*

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Demand creation comes down to who is spending the money. With that foundation, Indian River Consulting Group explored how customers in the HVACR industry choose both their brands and suppliers. And they uncovered why customers ultimately switch. Their answer – based on in-depth research commissioned by Heating, Air-conditioning and Refrigeration Distributors International – challenges many conventional industry beliefs. In this book, IRCG's Mike Marks and Steve Deist explain the results of the research and provide powerful yet practical recommendations that manufacturers and distributors can put to use immediately.

Read this book to understand:

- The keys to growing market share
- Critical Selling Events: What they are and how you can exploit them
- How distributors should deploy their sales and marketing resources
- How manufacturers can answer critical questions about how many and which type of distributors to use in a market

This book will make you think differently about how you align your company with the best market opportunities for growth.

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