

Maximize Your Revenue: How a Fractional Revenue Operations Advisor Can Boost Sales for HVAC, Plumbing & Electrical Contractors





**Maximizing
Potential**



Tidewater Solutions Group, LLC

TOP-LINE revenue is the lifeblood of any business, serving as the foundation of every P&L statement. Yet, it's surprising how many small to mid-sized business owners overlook the critical importance of a cohesive revenue generation system, team, and activities. At Tidewater Solutions Group, LLC we're dedicated to filling this gap by empowering businesses to optimize their sales strategy, processes, and execution. From assisting with hiring a dynamic sales force to transforming company sales cultures, implementing streamlined processes, and instilling best practices, our mission is clear: to align every aspect of the sales organization with the vision and needs of the business. With a focus on both strategic direction and tactical execution, we ensure that transformation within the sales organization is not only comprehensive but also sustainable, driving unparalleled growth and success.

Shawn Dunahue

Founder of Tidewater Solutions Group, LLC
-Relevant Experience-

30

Years in the Construction
Industry

20

Years Serving Mechanical HVAC
and Plumbing Contractors

Leadership Roles

President,
Vice President,
General Manager,
U.S. Sales Manager,
Divisional CMO,
North American Business
Manager

Revenue Responsibilities

\$5 million
up to \$625 million

Tidewater Solutions Group, understands the unique challenges faced by residential HVAC & Plumbing businesses. Expertise as a Fractional VP of Sales and Revenue Operations Advisor, combined with Sales Xceleration's Certified Sales Operating Management System™, enables us to build a foundational infrastructure of processes, systems, and tools tailored specifically for your business. We streamline your sales activities, instill accountabilities, and provide clear sightlines to performance deliverables and revenue targets, ensuring consistent growth and a competitive edge in a saturated market.





Launch Your Free

No Obligation Consultation & Sales Assessment

- Benchmark your Business
- Baseline an Improvement Strategy
- Prioritize Improvement Areas
- Evaluate Tidewater Solutions Group's Deliverables and Advisor

Contact us today to schedule your
free consultation Tel: 941-320-2131
or sdunahue@tidewatersg.com



OUR APPROACH

From Vision to Reality: Tidewater Solutions Group and Sales Xceleration Help Drive Unprecedented Growth in Residential HVAC, Plumbing & Electrical Businesses

Sales Transformation

Customized Infrastructure

We develop and implement bespoke sales processes, systems, and tools to streamline your operations, reduce inefficiencies, and enhance lead follow-up.

Enhanced Accountability

We establish clear accountabilities and performance metrics, ensuring your sales team is focused on achieving specific, measurable targets.

Growth Strategies

We provide proven strategies for increasing customer acquisition and retention, overcoming seasonal fluctuations, and maintaining steady cash flow.

Competitive Advantage

We help you stand out in a competitive market by optimizing pricing strategies and emphasizing quality service to retain customers beyond the warranty period.

Profitability and Margin Realization Audit

Analyzing operational efficiencies, cost structures, and pricing strategies, we provide actionable insights to elevate your profit margins and secure long-term growth.

Asset Allocation

Focusing on balancing services and staffing to ensure profitability and customer satisfaction, even if it requires scaling back or limiting services based on resource allocation.





Short-Term

Increase lead conversion rates, reduce sales cycle length, & increase annual service contracts

Long-Term

Expand market share, achieve consistent revenue growth, increase upselling revenue stream, & increase margins on equipment sales

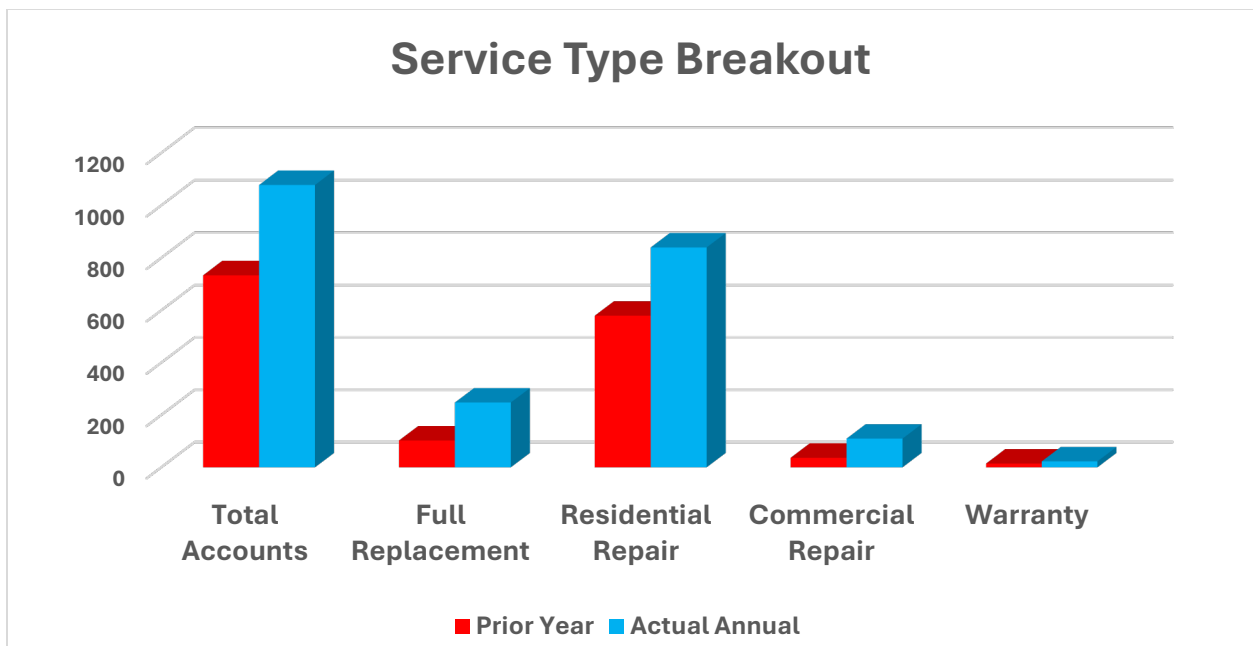
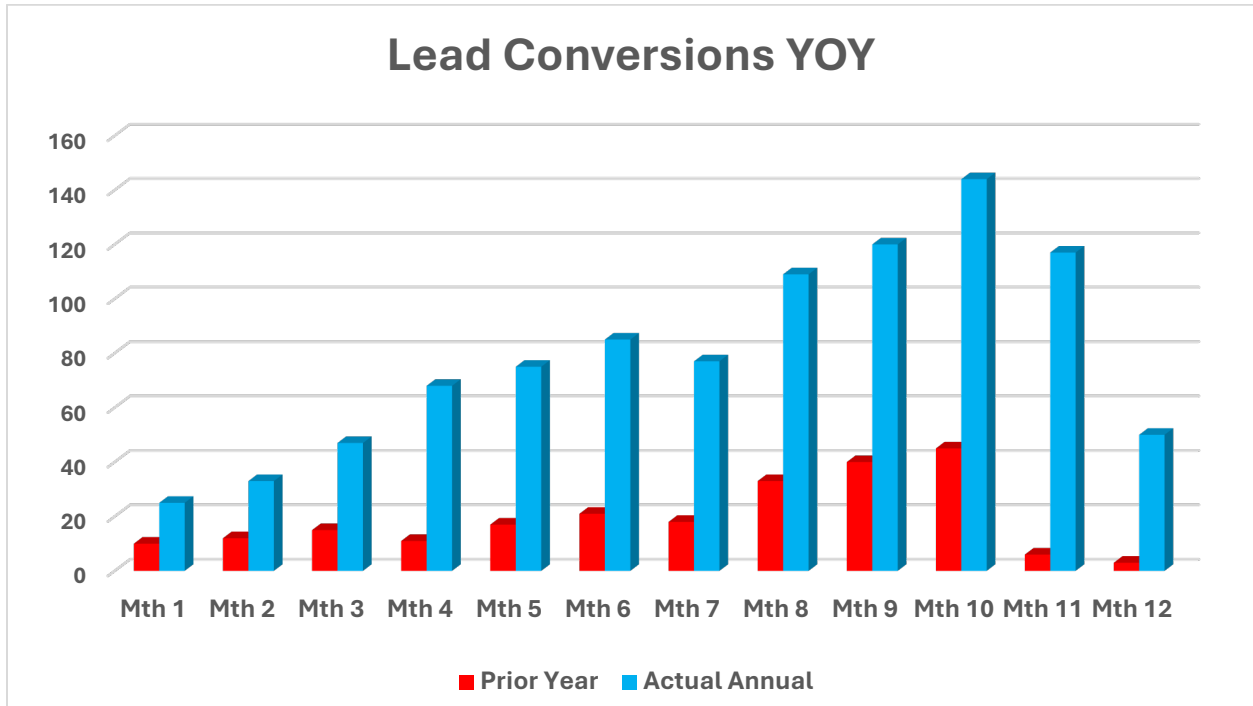


Key Deliverables

(Example)

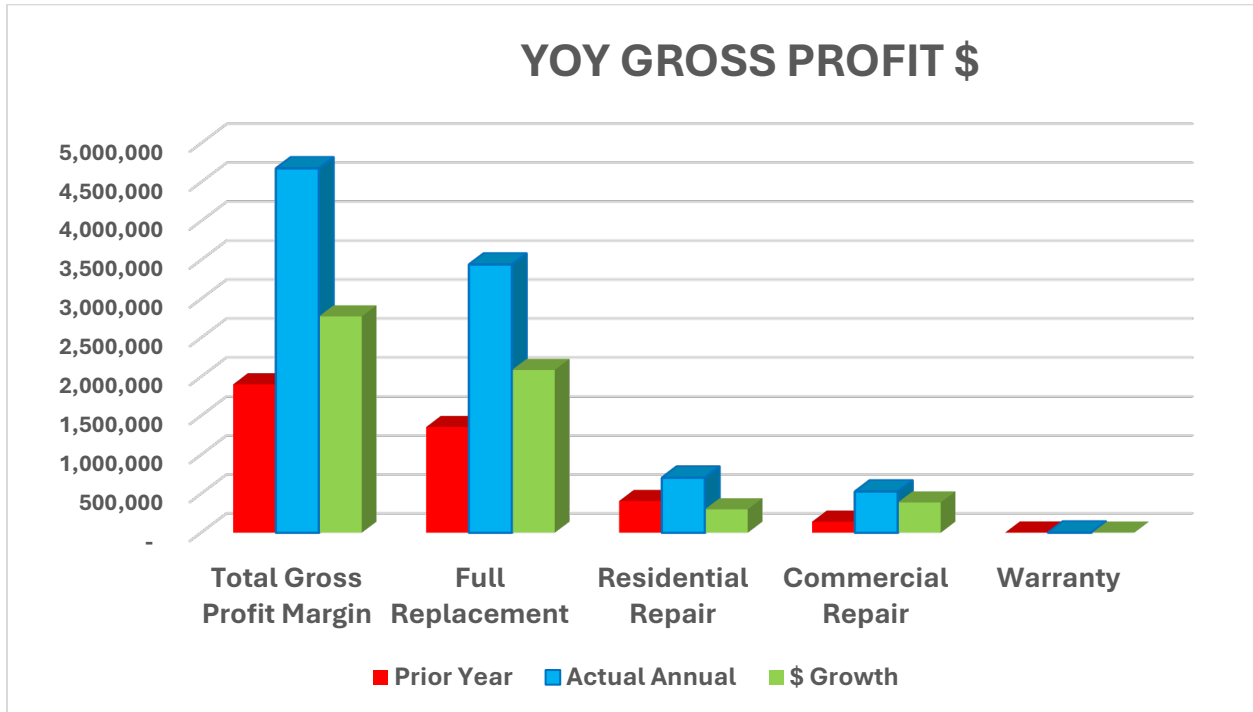
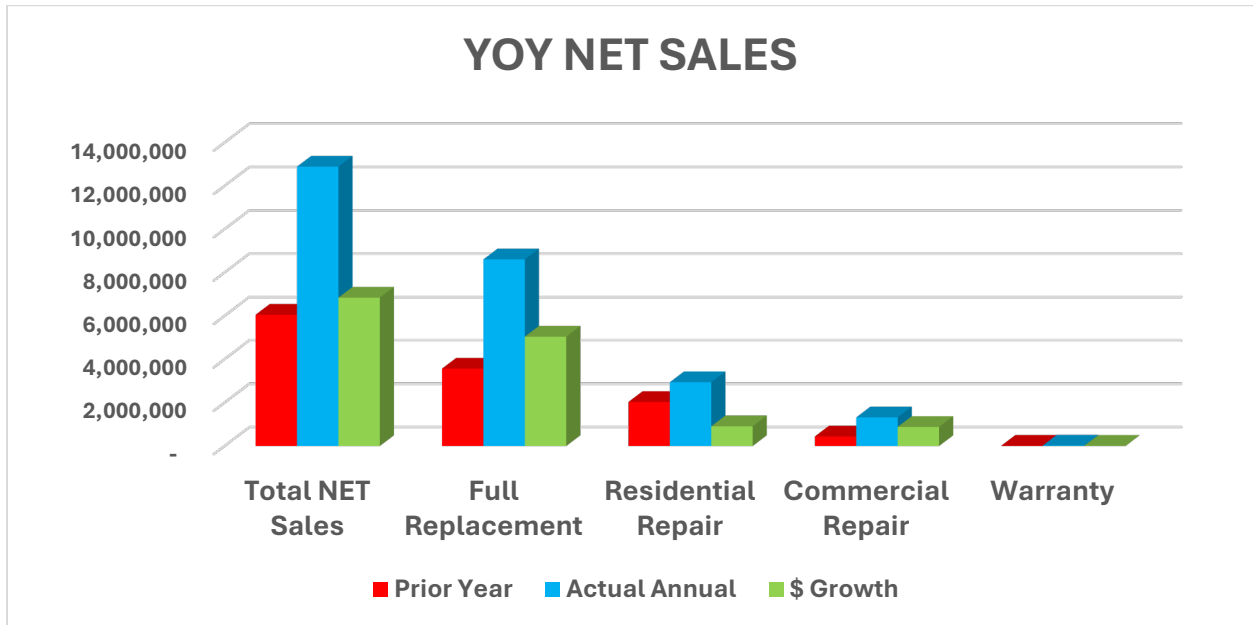
YOY Lead Conversion Rates & Service Breakout

Results differ by company and situation the following information is an example of one company's performance



YOY Net Sales & Gross Profit \$

Results differ by company and situation the following information is an example of one company's performance



Abbreviated Statement Example

Results differ by company and situation the following information is an example of one company's performance

		Prior Year	Actual Annual	\$ Growth
Total NET Sales		6,049,334	12,886,300	6,836,966
Full Replacement	\$	3,565,763	\$ 8,605,600	\$ 5,039,837
Residential Repair	\$	2,029,965	\$ 2,940,000	\$ 910,035
Commercial Repair	\$	440,394	\$ 1,320,000	\$ 879,606
Warranty	\$	13,212	\$ 20,700	\$ 7,488
		Prior Year	Actual Annual	\$ Growth
Total COGS		4,146,104	8,208,390	4,062,286
Full Replacement	\$	2,210,773	\$ 5,163,360	\$ 2,952,587
Residential Repair	\$	1,623,972	\$ 2,234,400	\$ 610,428
Commercial Repair	\$	299,468	\$ 792,000	\$ 492,532
Warranty	\$	11,890	\$ 18,630	\$ 6,740
				-
		Prior Year	Actual Annual	\$ Growth
Total Gross Profit Margin		1,903,230	4,677,910	2,774,680
Full Replacement	\$	1,354,990	\$ 3,442,240	\$ 2,087,250
Residential Repair	\$	405,993	\$ 705,600	\$ 299,607
Commercial Repair	\$	140,926	\$ 528,000	\$ 387,074
Warranty	\$	1,321	\$ 2,070	\$ 749



Let's Grow This Together

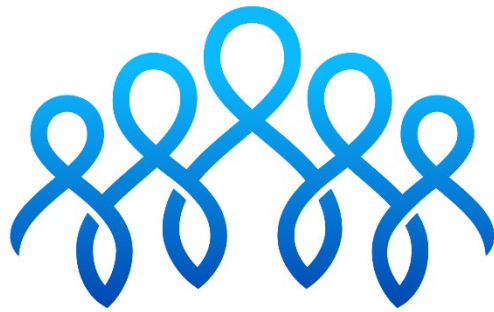
Unsure if this fits your business needs?

Take our short 10-question sales readiness questionnaire to see how you measure up.

[Click Here](#) or **Scan Below**

www.tidewatersg.com





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