

Bulletin: 48-20

TO: Greenheck Mechanical Representatives
FROM: Matt Spink
Managing Director, Mechanical Rep Sales
DATE: October 6, 2020
SUBJECT: Mid-Year Recap



Trusted Greenheck Mechanical Rep Partners,

As we entered 2020, none of us could have predicted COVID-19 and its insidious effects on our health, happiness, and prosperity. Yet here we are months later, still focused on the safety of our family and friends and continuing to carve out opportunities in this challenging marketplace.

Greenheck's fiscal year crossed the half-way point on September 30, and our intake volume from you is up **4%** year-over-year. This is a remarkable feat when you consider the market challenges brought upon us from the COVID-19 situation. Despite these realities, our business together has grown.

We thank you for your passion to outperform the market by focusing on key opportunities. Distribution centers and warehouses top the list of opportunities as the shift to eCommerce continues. Your increased focus on key products such as DOAS, HVLS and bath fans have paid nice dividends. We have had tremendous growth with these products. Simply put, we are taking market share from our competition and your effectiveness continues to increase.

Here's a fun fact. Even though our outbound travel and inbound customer visits are temporarily postponed, our customer encounters remain strong. In fact, we've had more training opportunities than ever, thanks to our growing virtual training platforms. The attendance numbers for virtual HVAC University classes taken in July and August alone have been astounding. For the 12 classes offered in these two months, 2,274 attendees took part in an average of four classes each and we issued 6,099 professional development hour (PDH) certificates. Incredible!

Lastly, Greenheck's battle cry for the next six months is simple – **let's stay focused on our market opportunities, take market share, and beat last year's sales.** What an amazing accomplishment that will be! Your regional sales managers, business unit leaders, and I are here to help make this battle cry our reality.

A sincere THANK YOU for your dedication and focus through the first half of our fiscal year. Others on the Greenheck team wish to share a message as well.

Please [click here](#) to hear from them.

We look forward to celebrating our collective growth with all of you on the backside of this pandemic.

Please stay healthy and safe.

