



Case Study: Sila

Firing Up Growth at a PE-Backed HVAC Firm

THE SITUATION

Sila, a fast-growing mid-size heating, ventilation, and air conditioning (HVAC) firm, needed to define and align the sales processes of recently acquired companies to meet their aggressive growth targets. A private equity firm working with Sila recommended Fahrenheit Advisors to transform the company's sales team into an efficient and more powerful growth engine.

OUR APPROACH

Working closely with Sila's Vice President for Sales Adam Kroungold, Fahrenheit reviewed current sales processes across all units. Fahrenheit identified opportunities for standardization and simplification, and created a sales playbook for use across the enterprise. The playbook included:

- › A customer-facing iPad presentation and an extensive internal sales guide
- › New tools, such as a competitive overview, customer personas, and tips to overcome sales objections
- › A focused universal sales process for all current business units and future acquisitions to maintain enterprise-wide sales integration and alignment

Fahrenheit also helped transfer essential sales information to ServiceTitan®, Sila's sales administration and CRM platform, to further streamline adoption of new sales processes for faster performance improvements.

THE RESULTS

Fahrenheit Advisors' initiative with Sila:

- › Standardized compensation and sales processes
- › Gave the firm's PE investors confidence in its ability to grow
- › Led to new acquisitions that expanded its footprint
- › Created efficiencies that improved customer service, accelerated the sales cycle, and closed more deals
- › Subsequently, Sila went on to acquire more than six add-on companies to its platform to drive scale, service, and geographic reach
- › PE Investors sold Sila to Morgan Stanley Capital Partners in May 2021

FEATURED CONSULTANT



Selena Sanderson
Managing Director

"Fahrenheit listened to us every step of the way and collaborated with our team to develop and deliver a new playbook essential to our continued growth."

Adam Kroungold
Vice President for Sales, Sila