



## 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