



INTERNAL SALES PLAYBOOK

Franchise Outreach Playbook

Cold Email + LinkedIn Sequences for Multi-Unit Franchise Operators in the Lehigh Valley

PREPARED BY

Joshua Canfield
Blue Box HVACR

SERVICE AREA

Lehigh Valley, PA
50-mile radius from Kutztown

PHONE

484-240-9817
josh@blueboxhvacr.com

5

Cold Emails

5

LinkedIn Touches

5

Social Hooks

3

Full Social Posts

23

Day Cadence

Who You're Talking To

Buyer profile, core fears, and how to press the right nerve.

THE BUYER

Title: Franchise owner / area developer

Units: 3–20 QSR, retail, or service locations

Geography: Lehigh Valley + surrounding counties

Brand examples: McDonald's, Wawa, Panera, Pizza Hut, Anytime Fitness, Dunkin'

Spends on HVAC/R: \$5k–\$40k/year across portfolio

CORE PAIN POINTS

- Unexpected equipment failures during peak hours
- HVAC bills they can't verify or dispute
- No documentation trail for corporate audits
- Slow vendor response (4–8 hour wait times)
- "Revolving door" technicians who don't know the equipment
- Every breakdown costs \$1,000–\$5,000/hour in lost revenue

THEIR BIGGEST FEAR

Equipment going down on a Friday night with no tech available and no documentation to show the franchisor.

THEIR DEEPEST DESIRE

A vendor who treats their locations like a priority — not like ticket #4,832 in some national dispatch queue.

THE NERVE TO PRESS

Billing opacity. "Your vendor sent you a \$1,200 invoice. Did they send a photo of what they actually did?"



Your Positioning in One Sentence

"Blue Box is the only HVAC contractor in the Lehigh Valley that sends you timestamped photos, gives you three repair options with real pricing, and answers the phone on Friday night."

Cold Email Subject Lines

5 proven hooks that get franchise operators to open. Rotate them across your outreach cadence.

#	SUBJECT LINE	ANGLE	BEST FOR
1	"Quick question about your units in the valley"	Curiosity	Cold intro
2	"What most franchise HVAC invoices are missing"	Education	Follow-up
3	"I put together something that might be useful"	Value Drop	Scorecard send
4	"The math on reactive vs. planned maintenance"	ROI	Contract pitch
5	"Last note from me — then I'll leave you alone"	Close	Final touch

SOCIAL POST HOOKS (LINKEDIN / FACEBOOK)

"Your HVAC vendor sent you a \$1,200 invoice. Did they send you a photo of what they actually did?"

"A franchise operator in the valley called me last month. Their previous tech had been 'fixing' the same condenser for 8 months."

"We don't give you one repair option. We give you three — with real pricing on all of them."

"QSR downtime costs between \$1,000 and \$5,000 per hour. Most franchise operators have no documented baseline on their equipment."

"I turned down a residential job last week. Again."

✓ Copywriting Rule

Franchise operators are busy and skeptical. Lead with specificity and fear — not features. "Friday

"The Friday 5pm"

Urgency angle — leads with the fear of breakdown at worst possible moment.

SUBJECT LINE

Quick question about your units in the valley

Hi [First Name],

I'm Josh — I run Blue Box HVACR out of Kutztown. We specialize in commercial refrigeration and HVAC for franchise operators in the Lehigh Valley.

Quick question: do you have a dedicated service contractor for your [City] location(s), or are you currently calling around when something breaks?

I ask because most franchise operators I talk to are one Friday 5pm compressor failure away from a really bad weekend. No documented equipment baseline. No priority dispatch. Just a dispatcher who puts them in a queue.

Not a sales pitch — just genuinely curious how you're handling it.

If it's already dialed in, great. But if not, I think I can show you something useful.

Josh Canfield | Blue Box HVACR | 484-240-9817

 LENGTH

~100 words. Keep it short — they don't have time.

 GOAL

Get a reply. Not a sale. Any reply (yes/no/not interested) is a win.

 SEND ON

Day 0 of the sequence.
Tuesday or Wednesday, 9–11am.

"The Invoice"

Transparency angle — leads with the frustration of unverifiable bills.

SUBJECT LINE

What most franchise HVAC invoices are missing

Hi [First Name],

Your last HVAC invoice — did it show you exactly what was done, with photos, timestamps, and sensor readings before and after the repair?

Or did it just show a total?

Most commercial operators in the valley get the second version. They pay the bill, hope the problem is fixed, and find out 60 days later it wasn't.

At Blue Box, every invoice comes with a Condition Report: before/after photos, refrigerant readings, and a color-coded equipment status (Green / Yellow / Red) so you always know exactly where your systems stand.

Worth 15 minutes to see if it fits your operation?

Josh Canfield | Blue Box HVACR | 484-240-9817

LENGTH

~110 words. Still short — more specific than Template A.

GOAL

Get them curious about your reporting. Offer a 15-min call, not a proposal.

SEND ON

Use as Day 0 alt, or swap with Template A to A/B test open rates.

5-Touch Email Sequence

23-day cadence — paced to feel persistent without being annoying.

TOUCH	DAY	SUBJECT LINE	ANGLE	CTA
Email 1	Day 0	Quick question about your units in the valley	Cold intro + credibility	Reply to question
Email 2	Day 4	What most franchise HVAC invoices are missing	Documentation differentiator	15-min call
Email 3	Day 9	I put together something that might be useful	Scorecard value drop	Take the scorecard
Email 4	Day 16	The math on reactive vs. planned maintenance	Contract economics	Download/schedule
Email 5	Day 23	Last note from me — then I'll leave you alone	Graceful close	Open door for future

REPLY HANDLING

- Positive reply → stop sequence, call same day
- "Not interested" → reply: "Understood — is it the timing or the fit?"
- No reply after Email 5 → move to LinkedIn sequence
- Bounced email → find on LinkedIn directly

SEND TIMES

- Best days: Tuesday, Wednesday, Thursday
- Best time: 9–11am or 2–4pm
- Avoid: Mondays (chaos), Fridays (checked out)
- Use Base44 for scheduling + tracking opens

LinkedIn Sequence

5-touch connection-to-conversation flow. Run parallel to or after email sequence.

CR**Connection Request****Day 0**

"Hi [Name] — I work with multi-unit operators in the Lehigh Valley on HVAC/refrigeration. I focus exclusively on commercial, so I don't compete for residential calls. Thought it was worth connecting."

⚠️ Keep under 300 characters. No links. No pitches.

M1**Message 1 — Soft Intro****Day 1 after accept**

"Hey [Name], thanks for connecting. I noticed you've got [X] locations in [City] — I'm guessing HVAC is one of those things you don't think about until it breaks. That's usually when I get the call. Happy to be a resource if anything comes up."

✅ No ask. Just plant a seed and stay visible.

M2**Message 2 — Value Drop****Day 5**

"I built a quick scorecard for franchise operators — takes about 90 seconds and gives you a Red/Yellow/Green risk rating on your equipment. Thought it might be useful heading into summer peak. blueboxhvacr.com/equipment-risk-scorecard — no email required, just run through it."

✅ Give value before asking for anything.

M3**Message 3 — Peer Story****Day 11**

"Had a call last week with a franchise operator who'd been paying a vendor \$800/month for 'maintenance' with no documentation, no photos, no readings. We went out, ran a baseline, and found the refrigerant charge was 20% off on two units. Anyway — if you ever want a second set of eyes on your equipment, happy to set something up."

✅ Soft CTA. Make it easy to say yes or ignore.

3 Full Social Posts

Copy-paste ready for LinkedIn or Facebook. Post 1-2x per week, rotate these.

Post 1: "The \$900 Bill"

Transparency

A franchise operator called me after getting a \$900 invoice with no breakdown.

No photos. No readings. Just a total and a signature line.

At Blue Box, that's not how it works.

Every invoice comes with:

- Before + after photos (timestamped)
- Refrigerant readings
- A written Condition Report (Green / Yellow / Red)
- Option A, B, and C — so you choose the repair, not me

You paid for the work. You should be able to see it.

#HVAC #CommercialRefrigeration #LehighValley #FranchiseOperator

Post 2: "Friday 5pm"

Fear + Urgency

Friday. 5pm. Your walk-in goes down.

You call your HVAC vendor. Voicemail.

You call again. "Earliest we can do is Monday morning."

That's a weekend of inventory at risk.

That's a potential health inspection with a warm cooler.

That's thousands of dollars in product loss — plus the service call.

Blue Box clients don't get that call.

They get priority dispatch, a direct line to my cell, and documentation on every visit so they always know where their equipment stands.

484-240-9817 — save it before Friday at 5pm.

Running the Full Playbook

WEEKLY CADENCE

Mon: Research 5-10 new prospects
Tue: Send Day-0 emails to new batch
Wed: LinkedIn connection requests
Thu: Follow-up emails (Day 4 batch)
Fri: Respond to replies, post on social

TRACK IN BASE44

- Log every prospect as a CRM contact
- Tag sequence stage (Email 1-5, LI 1-4)
- Note reply type: interested / not now / dead
- Track which subject lines get most opens
- Move "not now" to 90-day re-engage

STOP IMMEDIATELY IF

They say "not interested" or "remove me." Respect it. Reply gracefully, mark them dead.

PAUSE SEQUENCE IF

They reply but aren't ready. Move to 90-day re-engage. Don't push.

DOUBLE DOWN IF

They ask any question. Reply within 1 hour. Call if they leave a number.



Ready to run this playbook?

Questions? Need to customize any of these templates for a specific franchise brand or prospect?

CALL OR TEXT

484-240-9817

EMAIL

josh@blueboxhvacr.com

WEBSITE

blueboxhvacr.com