2025

SMACNA ANNUAL CONVENTION

Maui, Hawaii

OCTOBER 26-29

Unlock AI for Efficiency

Practical Solutions for Contractors

Hi, I’m Brian!

Brian Smithwick

Chief Technology Officer

SERVICE TRADE

This is true

“AI won't take your job, it's somebody using AI that will take your job.”

Richard Baldwin

2023 World Economic Forum’s Growth Summit

This is also true

Companies Are Pouring Billions Into A.I. It Has Yet to Pay Off.

Corporate spending on artificial intelligence is surging as executives bank on major efficiency gains. So far, they report little effect to the bottom line.

The New York Times

13 August 2025

Practical Solutions

1. Use AI prompts to accomplish more in less time
2. Free up skilled labor
3. Drive productivity and scale your business

AI = LLM = Model

Act One:

Smarter Prompts

“I’ve got a water leak!”

A Good AI Prompt

Context - Set the scene

A Good AI Prompt

Context - Set the scene

Command - State your need

A Good AI Prompt

Context - Set the scene

Command - State your need

Constraints - Set your limits

A Good AI Prompt

Context - Set the scene

Command - State your need

Constraints - Set your limits

Composition - Choose your format

A Good AI Prompt

Context - Set the scene

Command - State your need

Constraints - Set your limits

Composition - Choose your format

Clarify - Show examples

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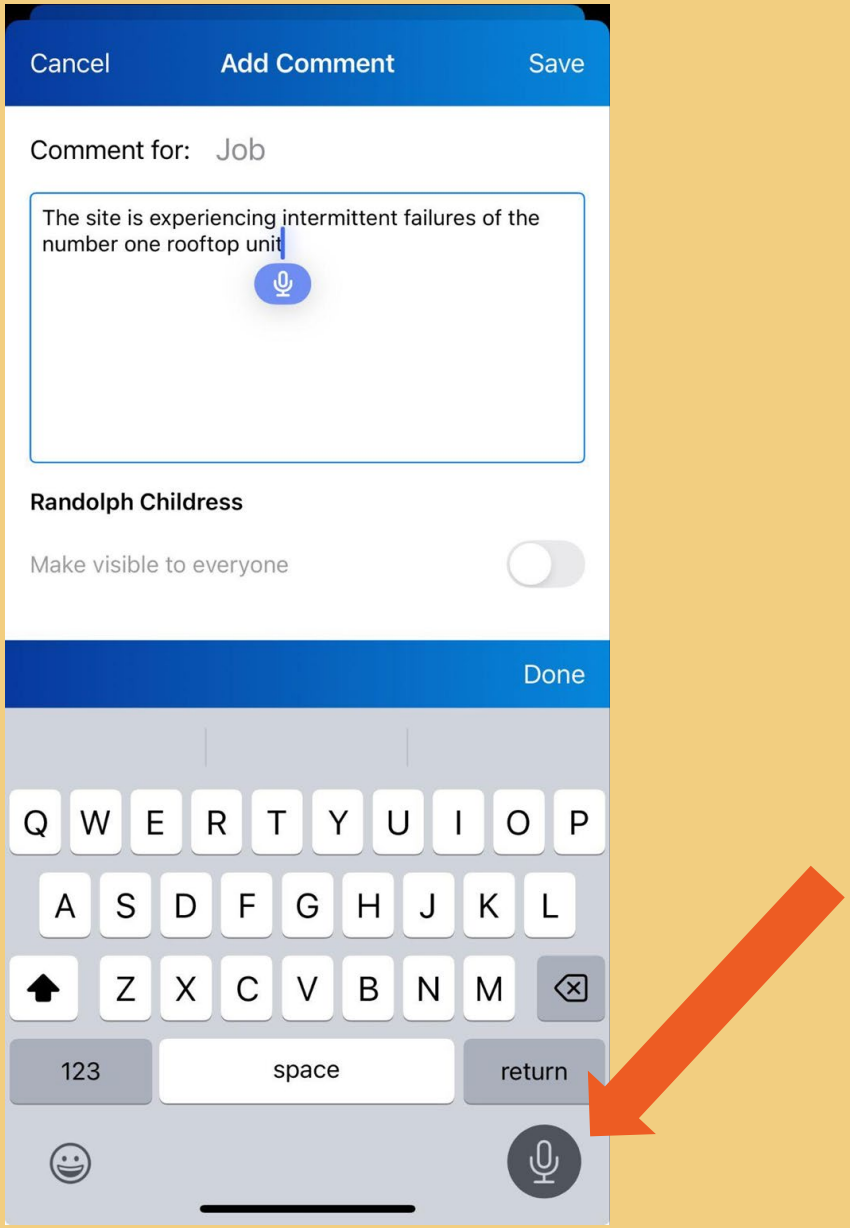
We will demonstrate a process here.

Bonus Tip

Use text-to-speech!



Act Two:

Unlock Your Skilled Labor

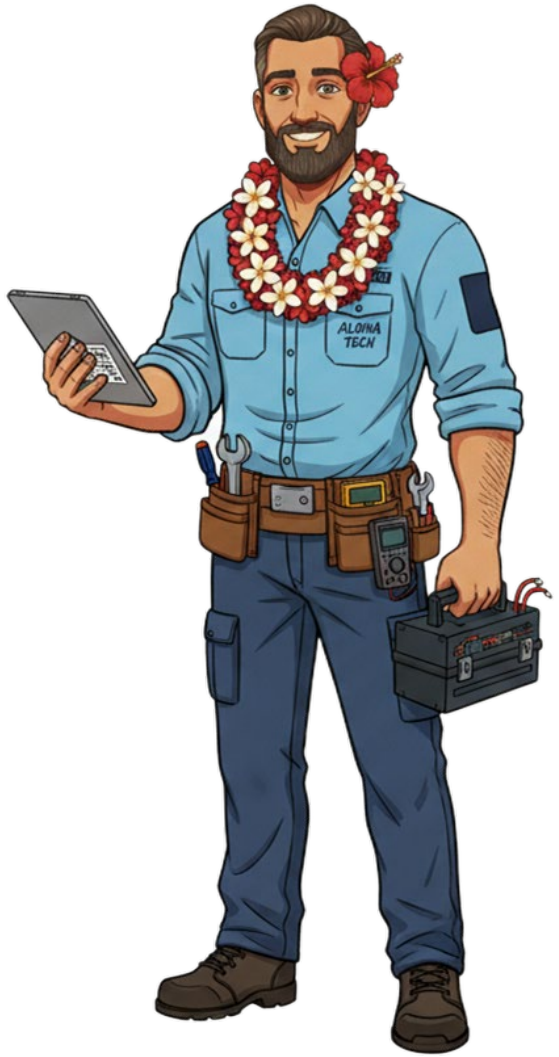
Tech Labor Shortage

8 years

average tenure

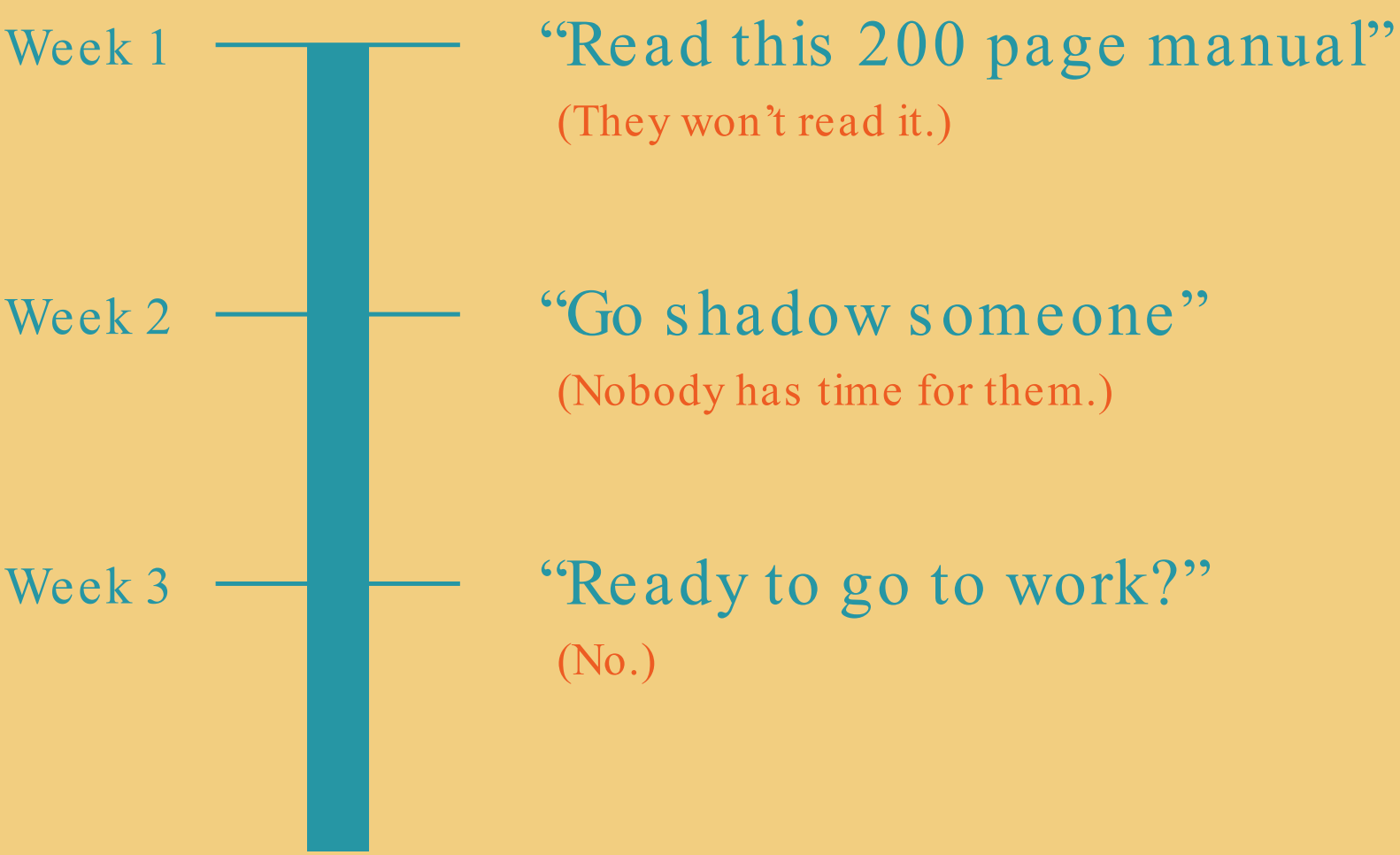
50%

over age 40



Zipdo, HR In The HVAC Industry Statistics, 2025

Is this your training process?



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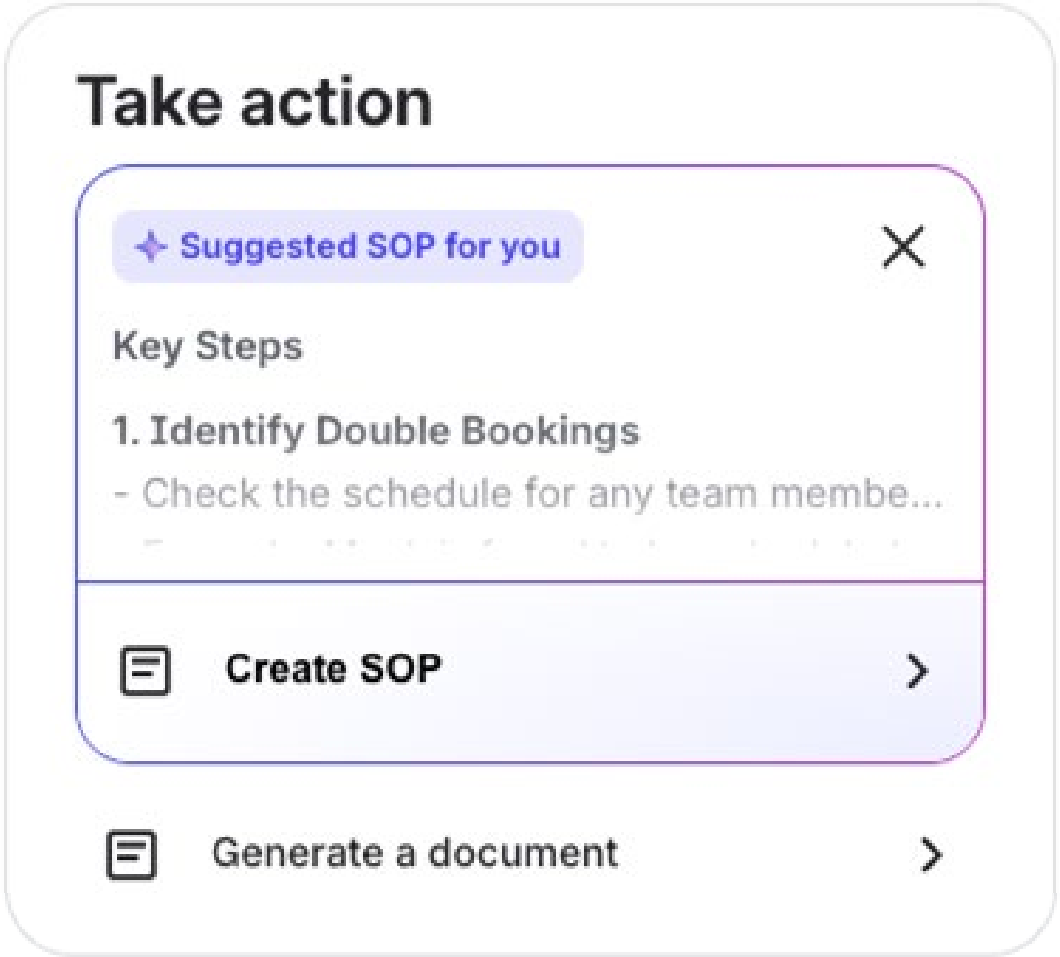
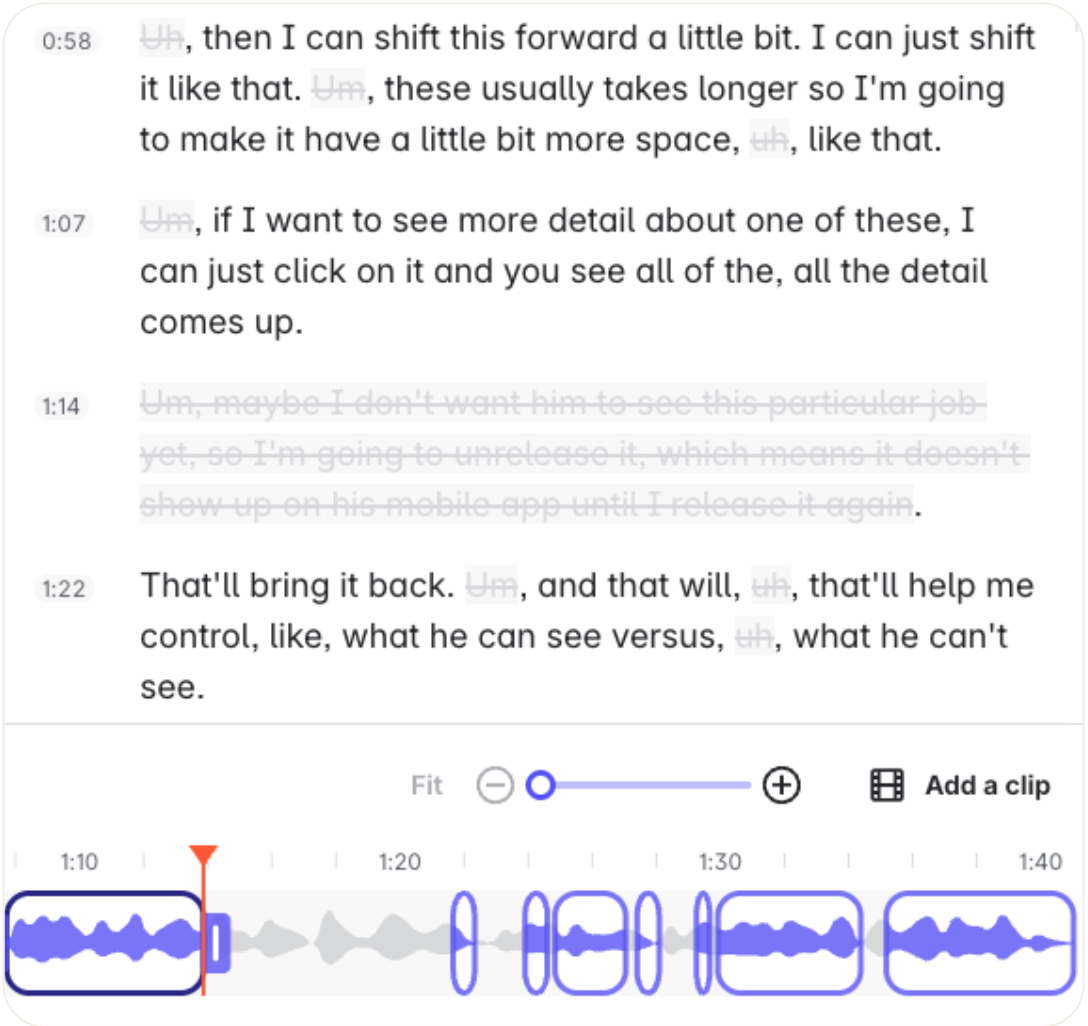
We will demonstrate a process here.

Capture Your Tribal Knowledge

- Raw content is better than no content!
- Field techs: voice memos and video
- Dispatchers: Loom recordings

loom


Take action
Suggested SOP for you
Key Steps
1. Identify Double Bookings
- Check the schedule for any team membe...
Create SOP
Generate a document


0:58 ~~Uh~~, then I can shift this forward a little bit. I can just shift it like that. ~~Um~~, these usually takes longer so I'm going to make it have a little bit more space, ~~uh~~, like that.
1:07 ~~Um~~, if I want to see more detail about one of these, I can just click on it and you see all of the, all the detail comes up.
1:14 ~~Um, maybe I don't want him to see this particular job yet, so I'm going to unrelease it, which means it doesn't show up on his mobile app until I release it again~~.
1:22 That'll bring it back. ~~Um~~, and that will, ~~uh~~, that'll help me control, like, what he can see versus, ~~uh~~, what he can't see.
Fit
Add a clip
1:10
1:20
1:30
1:40

Technician Virtual Assistant

- Troubleshooting
- Read the manual
- Compatible parts lookup
- Translate “tech talk”
- Documentation and report writeups

Route Optimization

- 25%+ of field techs' time is non-revenue generating
- Typical van mileage is 30-40k per year
- 10 techs x 30 minutes saved = 5 hours of recovered capacity daily

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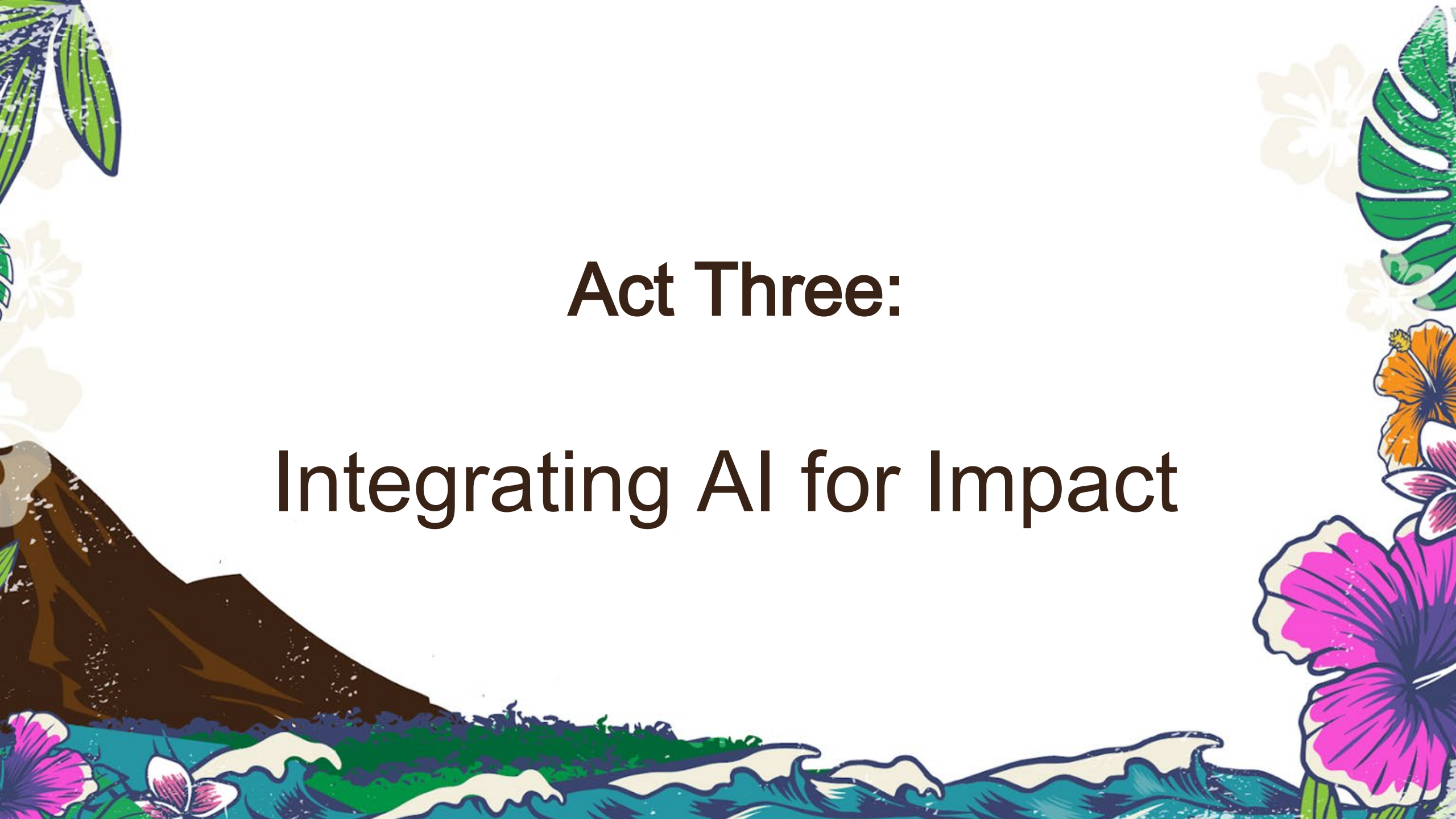
We will demonstrate a process here.

Act Three:

Integrating AI for Impact



Data Islands

- Service history is in one system
- Equipment specs in another
- Contract details in email
- Warranty info in filing cabinets
- Tribal knowledge in senior tech's head
- Customer preferences in sales rep's notes

Business decision makers spend

30%

of their time finding information

Forrester Research
“The Crisis Of Fractured Organizations”, December 2022

AI Handoff Interrogator

Your new SOP:

1. Sales closes deal
2. Contract → AI analysis
3. AI generates ops briefing
4. Red flags addressed before work begins

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We will demonstrate a process here.

Homework Time!

1. Get a General LLM

Gemini

Copilot

ChatGPT

Claude

2. Use What You’re Already Paying For

3. Find Your Mavens

4. Start Simple

Your Homework

1. Get a general LLM
2. Use what you're already paying for
3. Find your mavens
4. Start small

Scan this! ⇒

The End

Let's chat!

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Please take a moment to complete the session survey provided to you.