



EMBRACING AI FOR PRICING & LEADERSHIP EXCELLENCE

MEMBER: Porter Pipe & Supply, Addison, IL

FEATURED LEADER:

Blake Kukla, HVACR Inside Sales Manager

CHALLENGE:

Porter Pipe & Supply sought to optimize pricing strategies for its HVACR product lines while developing leadership talent prepared to navigate future growth. For Blake Kukla, the personal challenge was also about broadening his leadership perspective to support his team and organization more effectively.

SOLUTION:

Blake enrolled in the MDM Program to grow as a leader and advance his career, as well as find solutions to enhance his company's growth. The MDM chapter on **Communicating Across the Organization** proved pivotal, enhancing his ability to foster collaboration and deliver "ridiculously good customer service". Blake's capstone project focused on applying AI technology to improve pricing accuracy and sales performance. Partnering with IT, he successfully implemented AI-driven pricing strategies for HVACR product lines.

LOOKING AHEAD:

Blake is now focused on helping his team achieve their goals while growing HVACR sales and fostering a fun, high-performance culture at Porter Pipe.

WHAT MEMBERS ARE SAYING ABOUT THE MDM PROGRAM:

"The MDM program elevated my career faster than I imagined! Within one year I utilized the skills I learned to earn a promotion to HVACR Inside Sales Manager. MDM gave me the essentials for practical leadership in the wholesale-distribution HVACR/PVF industry."

Blake Kukla

Porter Pipe & Supply

RESULTS:

56% Increase in HVACR Sales in the First Month

25% Net Margin Improvement

Full adoption across HVACR lines, with plans underway to expand this approach across all Porter Pipe product categories.