

YOUR CUSTOMER WINS

*Colin Harms
President
Hypervac Technologies*

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ON THE YOUR
CUSTOMER
WINS PODCAST**

**HOW KELLY
HELPED COLIN
WIN!**



*Kelly Kennedy
CEO
Capital Business
Development*

WHY I WORK WITH KELLY KENNEDY COLIN HARMS

Find out how Kelly Kennedy helped Colin Harms grow his business.

HOW HYPERVAC TECHNOLOGIES WINS WITH CAPITAL BUSINESS DEVELOPMENT

WHY COLIN HARMS, PRESIDENT OF HYPERVAC TECHNOLOGIES WORKS WITH KELLY KENNEDY, CEO OF CAPITAL BUSINESS DEVELOPMENT

This article is based on a special episode of the Executive Wins Podcast called 'Your Customer Wins' when host Gordon Sheppard interviewed Colin Harms, President of Hypervac Technologies about how he wins with Kelly Kennedy, CEO of Capital Business Development.

The Win

When you step into leadership at a successful duct manufacturing company, it's easy to assume that a good product and existing cash flow are enough to keep you moving forward.

But as Colin Harms, President and Business Development Manager at Hypervac Technologies, discovered, the real catalyst for growth is planning - and finding the right Business Development Coach to help you execute on it.

This is the story of how Kelly Kennedy, CEO of Capital Business Development, worked

with Colin to turn his company into a cohesive, high-performing business development engine.



“We had a bowl of no systems,” says Colin. “We had all the ingredients, but no idea how to mix them.”

Colin Harms

About Hypervac Technologies and Capital Business Development

“We’re a leader in the air duct truck manufacturing industry in North America.”
Colin Harms, President, Hypervac Technologies.

Hypervac builds specialty vehicles for duct cleaning professionals. They’re not cleaning

ducts—they're building the powerful equipment used by others to do it. Colin and his partners acquired the business with enthusiasm and ambition, but they quickly realized they lacked a structured approach to take it to the next level.

"We had a bowl of no systems," says Colin. "We had all the ingredients, but no idea how to mix them."

That's when he hired Kelly Kennedy, an experienced Business Development Coach, and the CEO of Capital Business Development.

Capital Business Development works with small and medium sized businesses to help them consistently get the right prospects into their pipeline, so they can close more sales and become more profitable.

"The number one thing he did was help me plan."

Colin Harms



The Problem

Before working with Kelly Kennedy, Colin and his team had no structured systems for planning, tracking, or even thinking about growth strategically. They were relying on hustle, instinct, and legacy processes.

Enter Kelly.

"The number one thing he did was help me plan," Colin says. "We broke down what needed to be done, put timelines to it, and defined the results we wanted. That changed everything."

Kelly introduced planning, goal-setting, and measurement—then brought in systems to track customer interactions, coached Colin through mindset shifts, and helped build a remote sales team with clarity and purpose.

The Anatomy of a Win

This article follows the same structure as every interview on the Your Customer Wins Podcast. It's called the 'Anatomy of a Win' which includes exploring the Strategy, Work Plan, People, Operations and Results behind every Customer Win you hear on the show. Visit ourcustomerwins.com to learn more.

Strategy

Kelly helped Colin and his partners define where they wanted to go—and how to measure their progress.

“He gave us the ability to know where we were headed. We knew what we were going for. If we didn’t hit the target, we could ask: Why not? Do we scrap it or reboot? That clarity was new.”

Kelly also helped Colin focus on revenue first—by building out a proactive, remote sales team and instilling confidence that reaching new prospects could be done in a consistent, scalable way.

Work Plan

“We started implementing within a week.”

Kelly doesn’t overwhelm his clients with dense strategies. He gives them something simple, effective, and immediate. As Colin put it, “You don’t need an encyclopedia. You just need one thing and go after it.”

From there, Kelly helped the team prioritize tasks, assign roles, and stay accountable. “He would drop strategic bombs,” Colin explains, “then check in at the right moments.



“He really has an innate ability to get into your head and understand what you’re thinking,” Colin says. “That gave me confidence. He helped me believe we could take the next step.”

Colin Harms

He never pushed us too far—just gave us what we needed when we needed it.”

People

Kelly’s approach goes beyond tactics. He connects with people.

“He really has an innate ability to get into your head and understand what you’re thinking,” Colin says. “That gave me confidence. He helped me believe we could take the next step.”

Colin went from being confident but

unfocused to being confidently strategic. He could now lead partner conversations, pitch with clarity, and act decisively—even in unfamiliar territory.

Operations

Kelly helped Colin operationalize business development—by refining the tools, processes, and materials needed to scale.

For example, Colin began producing trade show brochures. Kelly reviewed every draft. “He marked the test—but there were no F’s. Just coaching to help us improve.”

Kelly also helped them understand their buyers. “We learned to stop trying to sell to the CEO with 600 locations, and instead, figure out who actually makes the decisions on the ground.”

At a major trade show in Denver, Kelly’s advice was simple but powerful: “You’re not there to sell. You’re there to meet people.”

The result?

“We sold 16 or 17 trucks in a few hours.”

And more importantly, Colin learned a new model of growth: be present, listen, connect—and the sales will follow.



“We learned to stop trying to sell to the CEO with 600 locations, and instead, figure out who actually makes the decisions on the ground.”

Colin Harms

Results

The impact of working with Kelly is both tangible and intangible.

- Sales increased
- Team structure improved
- A customer tracking system was implemented
- Marketing materials got sharper
- Colin became a more effective leader

But even more valuable?

“We hear chatter in the market now. People recognize us. Competitors are asking questions. We’ve arrived.”

Colin’s long-term vision is bold: “I told Kelly—I don’t want to be a disruptor. I want to be a separator. I want us to be the Airstream of our industry.”

Summary – What You Can Learn from Hypervac’s Win

Working with Kelly has been a game changer for Colin and his company.

- Plan simply and act quickly: One line on a page can be enough to start
- Build systems: From CRMs to brochures structure supports scaling
- Focus on relationships, not transactions
- Equip your team with confidence, coaching, and clarity.
- Attend trade shows to build rapport, not just to close deals.
- Find a coach like Kelly Kennedy who listens, empathizes, and acts as a strategic guide

Capital Business Development

If you want real Business Development results then contact Kelly Kennedy at Capital Business Development - capitalbd.ca



Capital Business Development

- Book the right meetings with the right decision makers
- Improve your systems and processes
- Work directly with ‘hope dealer’ Kelly Kennedy

CapitalBD.ca

Your Customer Wins - Interview Booking

If you'd like to have Gordon Sheppard interview one of your customers, then email him at gord@executivewins.com