

Event:

Energy in Buildings

Date:

Saturday October 24, 2026

Place:

Athens, Hellas



#	Ioannis Stylios Executive MBA, Licensed Refrigeration foreman, F-Gas Cat. I	
Title:	Senior Presales Engineer Heat Pumps and VRF Systems Specialist, Westnet (Olympia Group), Athens, Greece	
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Presentation title:	The Strategic Role of Presales in HVAC Sales: Evidence from the Greek Market	
This study, conducted as part of an Executive MBA thesis, explores the perceived contribution of Presales to sales strategy in the Greek HVAC sector. It focuses on professionals' assessments of how Presales translates customers' technical requirements into commercially viable solutions and cooperates with Sales and Service. A quantitative survey used a structured questionnaire targeted at HVAC companies with organized technical and commercial functions, including Presales and Sales Engineering. The analysis focused on professionals in commercial management, Presales and After-Sales Service. Internal consistency was assessed using Cronbach's alpha, yielding coefficients of 0.83 for common items and 0.73–0.91 for role-specific sections. Participants rated the perceived strategic contribution of Presales at an average of 4.53/5, equivalent to 90.6% of the maximum scale score. Commercial Directors provided a mean rating of 4.20/5. Presales professionals reported using Service feedback to adapt proposals, with a mean rating of 3.85/5. Respondents also reported difficulties in recruiting professionals who combine technical HVAC expertise with commercial skills. These findings suggest that surveyed professionals view Presales as a strategic contributor and point to opportunities for more structured feedback between departments. Further research with broader samples and objective performance measures is needed to assess the generalizability of these observations and their relationship with commercial outcomes. The presentation discusses potential implications for organizational structures, staff development and performance measurement in HVAC companies.		
Short CV:		
Ioannis Stylios is Senior Presales Engineer at Westnet, Olympia Group. A licensed refrigeration foreman with over two decades' HVACR experience across fieldwork, service, and presales, he holds an Executive MBA, is certified in Advanced Python with Machine Learning Applications by the University of the Aegean, studies Computer Science at the Hellenic Open University, and received the AUX Outstanding Engineer award.		

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CV:

Ioannis Stylios is an HVACR professional with more than two decades of experience, whose career began in hands-on refrigeration and air-conditioning work and progressed into service leadership, product management, technical training and presales. He holds a refrigeration foreman license and F-Gas Category I certification.

His professional background includes after-sales leadership at Calda Energy (Aermec distributor), supervision of the technical training team at Daikin Hellas, and product management and consulting sales responsibilities within Quest Holdings. His expertise covers residential and large commercial heat pumps, chillers, VRF systems, refrigeration and HVAC controls.

He currently serves as Senior Presales Engineer for AUX HVAC solutions at Westnet, a member of Olympia Group. His role connects Sales, Product, Service and Marketing, bringing technical knowledge and field experience into product evaluation, project proposals and commercial decisions. A key part of his work is delivering technical training sessions and seminars to HVACR professionals, including refrigeration technicians, installers and business partners, translating complex technical concepts into practical guidance for system selection, installation, commissioning and operation. He also collaborates with the Marketing team to develop accurate technical content for product communications and social media posts.

He received the AUX Outstanding Engineer award in recognition of his technical contribution to product design and development through direct collaboration with the manufacturer's R&D team. His input on new residential and commercial heat pump ranges (4–16 kW and 22–130 kW) and VRF systems focused on control logic and practical design details aimed at simplifying installation and supporting correct system setup. He also contributes to discussions on the potential future integration of artificial intelligence into HVAC systems.

He completed an Executive MBA program at IST College and IDRAC Business School. His thesis examined the role of Presales in shaping and implementing sales strategies in the Greek HVAC sector, with particular emphasis on collaboration between departments and the use of after-sales feedback.

He is pursuing Computer Science studies at the Hellenic Open University and holds a certification in Advanced Python with Machine Learning Applications from the University of the Aegean. His goal is to connect his hands-on HVAC background with artificial intelligence and IoT, with a focus on their future application in HVAC automation, predictive maintenance and energy management.