



*Training for Success*

# TRANE 4-DAY BOOT CAMP

THE ACT GROUP INC.  
Increased Profits Through Knowledge™



- ◆ Sell up, close more, and improve your bottom line
- ◆ Maximize your selling success at the kitchen table
- ◆ Learn a proven, time-tested sales process delivering immediate results
- ◆ Eliminate your low-price competition with the no pressure selling process
- ◆ Learn to ask the 2 simple questions that eliminate more than 50% of objections

Trane Boot Camp is guaranteed to help you boost your residential HVAC sales and profits . . . and have more fun selling than ever before! The step-by-step process you will learn is easy, but you can't get it from a book, you must experience it first hand at Trane Boot Camp. Here's why . . . true learning takes place by doing. The small class size allows personal instruction while you are learning and practicing new skills. Without these skills, you must overcome serious resistance, stalls and road blocking price objections.

You'll learn the No-Pressure Selling® formula, which explains in detail how to help people sell themselves. (When its their idea, there's no resistance.) You'll also learn how to use value to annihilate price objections. When value has been established, up to 80% of your future customers will pay more to deal with you. After Boot Camp you'll love snatching jobs away from low ball competitors.



**Who Should Attend?** HVAC Sales Veterans, New Sales Consultants, Anyone selling HVAC

**Instructor** - Mark Gaylor, ACT Group

## Blockbuster Sales Tools

You'll receive the most useful hvac sales materials ever developed. You get an indispensable 75 page resource manual and sales guide, ready-to-use-powerhouse proposal, invaluable lead generation plan and guidebook, must have tools to prove you offer the most value, a complete follow-up guide to help you to continue to boost your closing ratio and profits and much - much - more. You'll find the value of the materials alone exceeds the Boot Camp fee.

When you attend Trane Boot Camp, expect your closing ratio, job profitability and confidence to soar. When you hire a full time comfort consultant who follows the Trane Boot Camp formula, expect an additional \$300,000 to \$600,000 in sales the first year! And after your technicians attend Boot Camp, expect them to convert a significant percentage of repairs into customer pleasing Trane comfort systems. If you want to invest in yourself, your people or your company, it's absolutely impossible to find a better investment than Trane Boot Camp.



**Seating is limited. Complete and return attached Registration Form today!**

# TRANE BOOT CAMP

## OUTLINE OF COURSE CONTENT

### NO PRESSURE SELLING® OVERVIEW

- UNDERSTANDING TODAY'S CONSUMERS
- ASKING THE RIGHT QUESTIONS
- LISTENING EFFECTIVELY
- VALUE VS. PRICE
  - THREE RULES FOR SELLING BASED ON VALUE INSTEAD OF PRICE
  - HOW TO CREATE VALUE WITH THE BENEFITS OF THE SOLUTION YOU OFFER
  - PRICE IS ONLY A DETAIL ... VALUE IS WHAT DETERMINES THE OUTCOME OF THE SALE

### NO PRESSURE SELLING® PROCESS

- DISCOVERING OPPORTUNITIES
  - COMFORT CONCERNS LIST®
  - PINPOINTING NEEDS
  - FOCUS YOUR SURVEY ON MAKING YOUR CUSTOMER'S LIFE BETTER
- PRESENT BENEFITS
  - COMFORT SYSTEM
  - YOUR UNIQUE SOLUTION
- GAIN COMMITMENT
  - TWO MAGIC QUESTIONS®
  - ASK FOR THE SALE EFFECTIVELY

### NO PRESSURE SELLING® SALES CALL

- HOW TO BUILD RAPPORT
- HOW TO ASK THE RIGHT QUESTIONS
- HOW TO HELP THE CUSTOMER "SELL THEMSELVES"
- HOW TO PROVIDE THE ABSOLUTE BEST SOLUTIONS TO CUSTOMERS COMFORT ISSUES
  - PHYSICAL COMFORT
  - EMOTIONAL COMFORT
  - FINANCIAL COMFORT

### NO PRESSURE SELLING® PRESENTATION

- THE VALUE OF **YOUR COMPANY**
  - HOW TO BUILD VALUE AROUND YOUR COMPANY
  - HOW TO DIFFERENTIATE YOURSELF FROM THE COMPETITION
- THE VALUE OF **YOUR INSTALLATION**
  - HOW TO BUILD VALUE AROUND THE JOB YOU PERFORM
  - WHAT YOU NEED TO DO THAT REALLY "GOES THE EXTRA MILE"
- THE VALUE OF **THE TRANE BRAND**
  - HOW TO BUILD VALUE WITH THE PRODUCTS YOU SELL
  - PRESENT THE UNIQUE BENEFITS OF THE TRANE PRODUCT LINE
- THE VALUE OF **BUYING FROM YOU**
  - HOW TO BUILD VALUE AROUND YOURSELF
  - PRESENT THE BENEFITS OF BEING A CONSULTANT, NOT A SALESMAN
  - SHOW HOW BUYING FROM YOU IS THE ULTIMATE UNIQUE BENEFIT
- ESTIMATED ENERGY SAVINGS®
  - HOW TO USE AND HOW NOT TO USE ENERGY SAVINGS

### DEALING WITH OBJECTIONS

- WHAT TO DO WHEN YOU HEAR:
  - "THE PRICE IS TOO HIGH"
  - "WE'RE NOT IN A HURRY"
  - "WE NEED ANOTHER BID"
  - "WE'VE FOUND THAT CHEAPER SOMEWHERE ELSE"
  - "WE CAN'T AFFORD IT"
  - "WE NEED TO THINK ABOUT IT"
  - CLASS SUGGESTED OBJECTIONS

### DAILY ROLE PLAY SCENARIOS

- REINFORCE YOUR SKILLS WITH ROLE PLAYS OF EVERYDAY SALES SITUATIONS
- GAIN CONFIDENCE AND SHARPEN YOUR SKILLS IN A RELAXED ENVIRONMENT

# TRANE 4-DAY BOOT CAMP

Source:  
Mailing

- DATES:** March 2 - 5, 2010
- TIME:** Sign in 7:30a. Class 8:00am—5:00pm
- LOCATION:** Crowne Plaza New Orleans Airport  
2829 Williams Blvd; Kenner, LA 70062; (504) 476-5611  
Exit Williams Blvd and take Right. Intersection of Williams and Vets. Blvd.  
Discounted rooms available. Ask for the Butcher Distributors Rate.
- COST:** \$695/person. Includes breakfast, lunch, role-play video and 75-page resource manual and sales guide.

## Registration Form

<b>Dealer Name</b>					
<b>Contact Name</b>					
<b>Address</b>					
<b>City</b>		<b>State</b>		<b>Zip</b>	
<b>Phone</b>		<b>Fax</b>			
<b>Email Address</b>					
<b>LIST OF ATTENDEES (\$695 per attendee)</b>					
<b>Dealer Principal Authorization Signature</b>				<b>Date</b>	
				<b>TM</b>	



**FAX REGISTRATION FORM TO:  
(504) 733-5517**