

Guide to Sales & Business Workshops

Training for Success in the HVAC Industry

Success in the heating and cooling industry depends on the ability to generate an aggressive edge over competitors, and the key to gaining that edge is training. International Comfort Products, LLC (ICP) offers distributors and dealers the key to success with quality Sales, Customer Relations and Business training workshops. ICP Training offers a variety of training solutions to meet the needs of it's customers. Pick the solution that meets your needs, schedule the training at a convenient date, and enjoy the return on your investment!

➔ SOLUTION # 1

DEALER BUSINESS MANAGEMENT

ICP Training offers the perfect solution for all dealers wishing to hone their business skills. These high-impact workshops offer dealers the skills they never received while working as technicians. Workshop attendees enjoy a participative style with HVAC examples and exercises.

➔ SOLUTION # 2

DEALER RESIDENTIAL SALES

This is the perfect class for those Dealer associates selling residential replacement equipment. ICP Training uses a participative style to deliver the tips you need to close more sales at a higher price, and have happier customers. Meet your customers needs and sell value to maximize profits.

➔ SOLUTION # 3

CUSTOMER RELATIONS

Statistics reveal that 25% of all customers have either a minor or major complaint about the products and services they purchase. Over half of those customers will never do business with you again. ICP Training offers this workshop for Dealers and Distributors to help you keep your valued customers.

➔ SOLUTION # 4

DISTRIBUTOR TERRITORY SALES

Distributor Territory Sales Representatives are the primary Dealer link to the Distributor. Each day, these professionals build value in your products and services, and help your customers survive in a competitive business environment. ICP Training offers this high impact workshop to aid them in their quest.



International
Comfort
Products®

SOLUTION # 1

DEALER BUSINESS MANAGEMENT

1 DAY (7 HOUR)

BUSINESS MANAGEMENT WORKSHOP

Each year hundreds of the nation's best HVAC technicians go into business for themselves and **make less money** than when they were employed by some one else. 75% of these businesses fail in the first 10 years of operation, with "lack of profits" being the leading indicator. This workshop is about making more money in the HVAC business.

The class begins by examining the Profit and Loss Statement (P&L), the business report card, then shows students how to use it to make the right business decisions. Pricing jobs for profit, gross margin vs. markup, four ways to increase profits, proper job costing, labor intensity, business failure statistics, 3 methods of computing the right price, and gross margin per hour are among the many discussion topics. A quick 30 second method of profit checking all jobs, regardless of your level of record keeping, is the highlight for many past attendees.

2 DAY (14 HOUR)

BUSINESS MANAGEMENT WORKSHOP

This recommended workshop allows the student all the benefits of the 1 day workshop and expands into some key areas of profit building that are beyond the scope of the 1 day workshop. Learn the concepts in day 1 then apply in day 2.

Additional discussion topics include:

- Flat Rate Pricing – Fastest Growing Service Product
- Determining Labor Rates – The Right Price
- Business Value – What is Your Business Worth
- Service Agreements – Why Sell
- Tips to Increase Rates in Service
- HVAC P&L Divisions – Are They All Profitable?
- Business Growth – The 10% rule
- Credit and Collections – Get Your Money Quick

These workshops are not only for owners, but also any key employees involved in record keeping, pricing, or leadership roles. You will **make more money** in your business if you use the ideas as outlined in these workshops!

SOLUTION # 2

DEALER RESIDENTIAL SALES

DEALER RESIDENTIAL SALES TRAINING 7 HOURS – 1 DAY

You know your company does great work, and to do it you need to hire experienced technicians, and provide them with the proper tools and training to do the job right. But this exceptional quality has cost and it seems like your customers are only interested in one thing, PRICE! Adding to your woes are low quality–low priced competition and you have to make the decision to beat them or join them. How can you beat them? The answer is value!

You have to explain to the customer what you already know, namely a higher price could be a better price, when purchasing home comfort. If you can show your customers value for their money, they will be inclined to buy, even at a higher price. This workshop reviews the entire sales process, from making the appointment to following up after the sale. If you are tired of NOT knowing what to say when the customer says, "Your price is too high!", "I want to think it over!" or "I want to get more bids!", you need to attend this workshop. Learn low pressure responses to these concerns and more. Don't allow your competition to get YOUR job at any price!

SOLUTION # 3

CUSTOMER RELATIONS TRAINING

1 DAY (7 HOUR) CUSTOMER RELATIONS FOR SERVICE TECHNICIANS

Every year the typical Service Technician has over 1000 opportunities to handle an upset customer, get referrals for their companies, sell an add-on energy saving accessory or give the customer complete “peace of mind” by signing them up for a service contract or extended warranty. They can make a huge impact on the bottom line of their companies, even if they can convince customers only 10% of the time.

In this workshop, technicians learn tips for doing all these things, and more importantly why they should. The workshop begins with a “What’s in it for me” session and ends with tips for closing the sale. Everything from enthusiasm, handling customer complaints, building value and objection handling is discussed throughout the day.

Consider investing in your “Silent Sales Force” today by enrolling them in this workshop.

½ DAY (3.5 HOURS) CUSTOMER RELATIONS FOR COUNTER SALES

Technical training for counter sales personnel is paramount to their success, but the non-technical sales and customer relations side is important as well. The latter is the topic for this ½ day class.

The topics for discussion include:

- Discussion on why customers are lost and prevention.
- Send your customers out with ALL they need.
- How to handle and salvage irate customers
- Why complaining customers are the key to success
- Questioning techniques to build add on sales.
- Objection Handling Techniques to build sales.
- How to be the one the customers choose to buy from

Your Counter Staff is paramount to your success!
Make them ready by booking this high impact seminar!

½ DAY (3.5 HOURS) DISC PERSONALITY PROFILE CUSTOMER RELATIONS WORKSHOP



This class is for Distributors and Dealers and is perfect for anyone with either internal or external customers. Do you have customers you identify with immediately and some you never seem to “click” with? Do some customers seem to take forever to make a decision? Do you have some customers who talk, talk, talk and never seem to say anything? Do you have some customers who really want to know all the specs and others who could care less? All these things have to do with the personalities of your customers. Knowing how to read and evaluate these things can result in increased sales, retained customers, and best of all additional profits for your company.

This workshop begins with all attendees completing a DiSC Personality Profile and identifying their classical pattern. Each attendee can then assess how they can improve their behavior to increase their adaptability to those around them. The result is an increase in productivity, decrease in conflicts or barriers, or an increase in sales. The second step is to use clues to identify the personality type of their customer. Once identified, steps to increase relationships, loyalty and sales are discussed to give the workshop attendees the tools they need to meet their goals. This workshop is not only fun for the students, but meaningful for their internal/external customer relationships.

The ½ day courses can be done 2 times per location in an effort to bring the subject to an entire company. Half of the staff can attend in the morning and the other half in the afternoon. They also can be blended to make a great full day session for *selected* attendees.

SOLUTION # 4 DISTRIBUTOR TERRITORY SALES

7-14 HOURS 1-2 DAYS

DISTRIBUTOR TERRITORY MANAGER SALES TRAINING

***“Your territory sales are way down!” - “Why do your dealers only sell entry level?” -
“Great, we lost another one to ACE Distributing!” - “What do you mean, he is going bankrupt?”***

Have you heard these statements a little too much lately? A well trained sales staff is paramount to the success of any distributorship, not to mention the success of their dealer base. Most dealers have received very limited training and they look to the Distributor Sales team for guidance, training, and ideas. This workshop is all about providing solutions to help the Distributor Territory Manager maximize their territory sales and mix. Topics include:

Defining Dealer/Contractor Needs – Maximizing Territory Gross Margins – Time Management Skills – ABC Classification (Who are you spending your time with) – Contact Tips to Save Time – Customer Relations Skills (see prior description) – Handling Irate Customers – DiSC Personality Profile (see prior description) – Building Dealer Profits – Bottom Right Corner Selling – Building Value – 3 Things Sold – Using Automated Reminders – Selling Benefits – Price Objections – Brand Recognition – Handling Objections – Getting Your Foot in the Door – Using the Business Opportunity Overview – Closing the Sale – Role Play – Formula for Success – Internal Teamwork.

Offer the full 14 hours to your sales staff or offer a day with the topics you select. Work with the instructor to build the perfect sales workshop for your organization. Invest in your future, everyone will be glad you did!

WORKSHOP INFORMATION

These high-impact HVAC specific sales and business workshops are hands-on to facilitate the learning process. Attendees should come prepared to participate in group discussions, complete group and individual exercises and ask and answer questions. The optimal workshop contains 15-30 students and any workshop exceeding 40 should communicate with the instructor so necessary adjustments can be made.

The best way to fill the workshop is to communicate early with all associates that have dealer contact. They should speak to all dealers individually, stressing the importance of training on the subject matter. They should try to get commitment and a deposit from all attending to hold a spot in the workshop. ICP recommends passing along the cost of training to those receiving the benefit. Charging something also adds value to the offering.

Mail or SIGNAL_{sm} correspondence should precede the associates to announce the workshop and the key learning points. After sign-ups are complete, all enrolled should be phone contacted a couple of days prior to the workshop to remind them.

PRICING INFORMATION

Pricing information for the workshops can be found via the Navigator binder, by calling (931) 270-4301, or e-mail at training@icpusa.com. All classes qualify for co-op if funding is available.

Tuition includes a competent instructor, workshop materials, and all instructor travel expenses. The sponsoring distributor is responsible to provide a location for the workshop, miscellaneous audio visual, and if they chose to provide lunches/breaks.

The DiSC class, because of the increased cost of materials, has a \$20 per student surcharge regardless of the number of students attending.

SATISFACTION GUARANTEE

Any student, attending the entire workshop, who feels they did not receive enough solid practical information, value building tips or profit building ideas to more than offset the tuition; will not be charged for attending the workshop.