



August 21, 2011

RE: Profits, P&L's, Pricing and More

Greetings ICP Distributors, Territory Managers, and MAPs,

The 2011 HVAC fall selling season is quickly approaching! In an effort to maximize the success of your customers during this season, we are sponsoring a 4 session business webinar by Ruth King, a nationally know HVAC Business Consultant.

The webinar investment is \$397 per dealer connection, and includes viewing by an unlimited amount of dealer associates and distributor sales staff associated with that account. This is a change from our in-house profit shots which allows unlimited dealer viewing with a Distributor connection. This investment qualifies for 50/50 coop from the General Marketing Fund, if funds are available.

Another change to the typical Profit Shots webinar, is hvacchannel.tv's ability to "archive" the sessions for review at a later date. Attendees can attend the webinars at their convenience and Ruth King is available for questions, comments and mentoring during normal business hours, via the telephone or e-mail. If they attend live, they also have the ability to "live-chat" with Ruth.

The attached flyer has all webinar details including enrollment information, and is ready for you to distribute to your dealers. It's another great way to build value and loyalty among your dealer base.

The webinar format also offers these advantages over traditional training:

- Customers don't need to devote a whole day to training.
- Tuition costs are low due to elimination of instructor expenses.
- Customers don't need to travel to the meeting location.

Contact John Teder john.teder@icpusa.com (931)270-4318, for more information.

Regards,

John W Teder

ICP Training Manager

International Comfort Products, LLC

650 Heil-Quaker Avenue, Lewisburg, Tennessee 37091

HVAC PROFIT SHOTS

Presents

Profits, P&L's, Pricing and More

Four 1 Hour Workshops - October 5, 12, 19 & 26, 2011

A Live or On Demand Learning Experience!

The International Comfort Products Training Center is proud to announce this high impact webinar designed to help HVAC professionals build their profits through proper financial management.

- **Oct. 5, 2011:** Income Statements. Balance Sheets. Gross Margin Analysis.
- **Oct 12, 2011:** What should I charge? Ruth's pricing and break even rules.
- **Oct 19, 2011:** Critical financial ratios. Diagnose potential business killers.
- **Oct 26, 2011:** Cash and cash flow procedures. Long term trends.

YOU RECEIVE	A MESSAGE FROM RUTH KING
<ul style="list-style-type: none"> • 4 dynamic weeks of instruction • Mentoring by e-mail or phone • Complete course manual • HVAC Residential Pricing Manual (service rates, flat rate calculations, replacement pricing and more. • Off line access to RUTH KING. Use her years of experience to help make the right decision! • <i>Keeping Score: Financial Management for HVAC Contractors</i> 	<p><i>Hi, Im Ruth King and I have been helping HVAC businesses since 1987, and I can help you too! Most of us start our business because we have a passion for, or want to fill a need with, our products and services. We don't start our businesses because we love accounting.</i></p> <p><i>This webinar gives you the tools to understand your financial statements without taking a painful three month bookkeeping class. You get the tools you need to properly manage the financial side of your business.</i></p> <p><i>Invest in the future success of your company by enrolling today! I'll see you there!</i></p>

You don't have to sit in a classroom! Participate in these sessions anywhere an internet connection exists. Ask questions by calling in or using the chat feature to converse with Ruth King, the facilitator. You never need to attend a live session. All sessions are recorded and available 24/7. Exact webinar times based on attendance.

Investment: \$397 for all 4 Sessions

Call 770-729-0258 or e-mail ruthking@hvacchannel.tv to enroll