



# Commercial Sales Training

DATES AVAILABLE NATIONWIDE  
CALL FOR DETAILS

Training designed to skyrocket light commercial replacement sales

## Amazing opportunity

The most common objection you will hear when selling in the light commercial HVAC replacement arena is "We don't have the money." Thanks to recent tax law changes, all profitable commercial businesses now have unplanned money to pay you to swap worn out HVAC equipment for ...

- Greater comfort
- Higher productivity
- Lower energy bills

### Who should attend?

Owners, managers, comfort consultants, senior technicians, territory managers and anyone else who wants to fully understand how to enter and prosper in today's light commercial HVAC replacement arena.

## Money follows ROI

85% of business managers use return on investment to evaluate capital improvements projects. The best comfort typically produces the highest ROI.

### Energy savings ROI

Your clients receive a 7% energy savings ROI when they invest \$10,000 in a commercial system that reduces annual energy bill \$700.

### Productivity ROI

When workspaces are more comfortable people are more productive. If poor comfort causes ten \$50,000 per year employees to lose 5% productivity, their company loses \$25,000 every year in lost productivity. If your price to solve these problems is \$25,000, your client would receive a 100% ROI.

Fax or email form to: 602-216-2148 or [register@nopressureselling.com](mailto:register@nopressureselling.com)



MORE INFORMATION:  AVAILABLE CLASSES IN MY AREA  AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: Includes 2-day course, comprehensive workbook, class materials, copyrighted tools, breakfast, lunch and snacks

ATTENDEES

1.  2.   
 3.  4.

COMPANY  TM

EMAIL  PHONE

ADDRESS

CITY  STATE  ZIP CODE

VISA  M/C  AMEX

ACCT#  EXP

[www.NoPressureSelling.com](http://www.NoPressureSelling.com)

# Add Powerful Profit Center

Learn a proven process to fill your slow season calendar with profitable light commercial comfort replacement business.

## Unlock commercial sales

If you tried to replace just 10% of the worn-out, unreliable energy wasting light commercial equipment in your area, you probably couldn't do it in 10 lifetimes.

- Almost 50% of commercial tenants planning to relocate are willing to pay higher rents to be more comfortable
- If a tenant experiences three heating or cooling interruptions during a 12-month period, there is a 56% probability they will not renew their lease
- Number one occupant complaint is space temperature that is either too warm or too cold
- The chief cause of productivity loss is the existing HVAC system wasn't designed to meet current workspace and heat load requirements.

### Learn how to...

- Find the best replacement clients
- Work through gate-keepers
- Determine if you are wasting your time
- Get appointments with key decision makers
- Let buyers sell themselves
- Use a Facility Survey to lock in sales
- Understand client terms like NOI, cash flow and cap rate
- Write winning sales proposals
- Make profit-producing presentations
- Eliminate competition with your Wheel of Value®
- Design the best solution
- Eliminate objections before they're raised
- Comfortably deal with any objection
- Build a pipeline of systematic replacements
- Grow commercial service agreement sales

## Make it affordable

Unfortunately, your commercial clients' tax savings doesn't come in a box full of money. You will learn how to use the Financing/Leasing Proofsheets™ to make closing the sale the buyer's idea...

- ... *We can solve today's problems with tomorrow's tax savings*
- ... *We can pay for it in increased productivity and energy savings*
- ... *We can immediately save energy and improve productivity*
- ... *Energy Savings Monthly Investment is very affordable*
- ... *Lower energy bills for the next 20 years make sense*
- ... *Let's replace it before it breaks again*

### Leave with...

- Commercial Service Agreement program
- Commercial Service Agreement plan
- 11-page replacement proposal
- Tools to document the highest ROI
- Tools to eliminate all competition
- Proven process to capture commercial replacement sales

## About our Instructors

Our team of professional seminar leaders has more than 200 years of combined sales experience. Each has spent time in the field effectively implementing the NPS process in the real world.

Participants appreciate our instructors' dedication to creating a fun-but-challenging learning environment that consistently delivers long-term results.

800-515-0034

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