



# TRANE BOOT CAMP

DATES AVAILABLE NATIONWIDE  
CALL FOR DETAILS

Learn a sales process that is easy to follow, fun to use and guaranteed to work.

## Boot Camp Makes Selling Natural

Trane Boot Camp is a four-day training event that teaches you how to *Sell the way your customers want to buy.*® You will learn a proven step-by-step process for improving your customers' lives with better comfort.

The Wheel of Value®, Comfort Concerns List® and Estimated Energy Savings help you comfortably deal with 95% of all objections, including:

- ⦿ We need to think about it
- ⦿ Your price is too high
- ⦿ We need another bid
- ⦿ We're in no hurry
- ⦿ We can't afford it

## Have Fun and Sell More

- 1 You don't have to change your personality or memorize abrasive sales scripts. You just follow a simple formula that makes buying the customer's idea and closing the sale the natural conclusion.
- 2 You'll enjoy using your Trane® Boot Camp Presentation Guidebook. You'll never get lost or forget what to say. Customers love seeing what you're saying because it helps them learn quicker and buy faster.
- 3 As a Trane® dealer you will gain exclusive access to the two most important sales tools ever developed, the Comfort Concerns List® and Wheel of Value®.
- 4 You'll love your results. When Trane® Boot Camp graduates follow the process their closing ratios and sales prices typically improve 10% or more.

Fax Completed Form to 602-216-2148 or email [Register@NoPressureSelling.com](mailto:Register@NoPressureSelling.com)

MORE INFORMATION:  AVAILABLE CLASSES IN MY AREA  AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: 4-day program includes: 82-page guidebook and resource guide, presentation manual, final presentation video, certificate of completion, lunch, and snacks.

**ATTENDEES**

1.

2.

COMPANY  TM

EMAIL  PHONE

ADDRESS

CITY  STATE  ZIP CODE



# TRANE BOOT CAMP



**Money back guarantee.** If you are not satisfied with Trane Boot Camp, return your Workbook, Resource Guides and Tools by 9:00am on the third day and receive a full refund.

## Why Trane Boot Camp?

Since 1993 Boot Camp has helped thousands of Trane dealers consistently sell big-benefit high-margin Trane comfort in cold summers, warm winters, good economies and bad. Attend Trane Boot Camp and learn how.

## Why No Pressure Selling® ?

"94% of all failure is caused by the wrong process, not the wrong people." Dr. W. Edwards Deming

If you're selling bottom-tier goods to entry-level buyers, your sales process is simple; always have the lowest price. However, if you want to consistently sell big-benefit high-margin Trane comfort systems to delighted buyers then follow the No Pressure Selling® process you will learn in-depth at Trane Boot Camp.

## How Will Boot Camp Benefit You?

True learning takes place by doing. You can't master the art of selling comfort by reading a book. You must actively practice new skills to make them habits. The biggest "aha" moments happen during the one-on-one skills practice. You will have several opportunities to practice new skills then receive beneficial feedback from your instructor and peers. The opportunity to practice and enhance sales skills in a friendly environment is one reason so many grads return to Boot Camp year after year.

## Who Should Attend?

Owners, managers, comfort consultants, technicians and territory managers

## What Boot Camp Grads Say

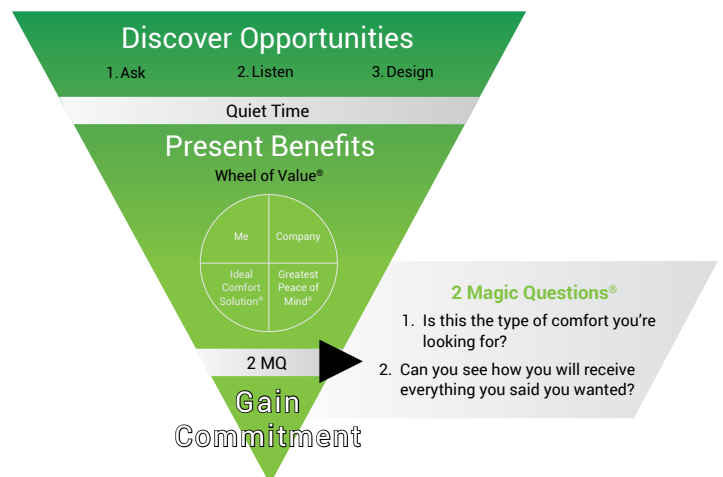
*This is the most valuable sales training I've ever attended. With the Boot Camp information, we now maintain 2 installation crews during our slow season and we've more than doubled our high-efficiency sales.* **Pat Powell, Amarillo, TX**

*When I got back from Boot Camp I closed 17 out of 20 sales. The first one was a \$30,000 sale.* **Orlando Miraldi, Elgin, IL**

*Trane Boot Camp works! It's a professional sales course designed for selling Trane replacement equipment and it uses our terminology and relates to our customers. Boot Camp will exceed your expectations.* **Greg Schillianskey, Sacramento, CA**

*Nowhere else can you increase your sales, profits and confidence and feel comfortable while doing it.* **John Roelle, Tucson, AZ**

*Boot Camp provides a structured guideline that brings you in tune with the customer's needs, wants and comfort. All this helps you recommend the best system for each customer.* **Joel Robertson, Woodstock, GA**



**(800) 515-0034**

**www.TraneBootCamp.com**