



# FOCUS ON FINANCING 2019

DATES AVAILABLE NATIONWIDE  
CALL FOR DETAILS

## Financing make premium comfort affordable

### Why offer financing?

According to a National Foundation of Credit Counseling survey; *Companies who don't offer a monthly payment option with every proposal could instantly eliminate more than half of all potential buyers.*

- Makes choosing you much easier
- Allows shoppers to be more comfortable today
- Buyers get lower energy bills for the next twenty years
- Energy savings reduces buyers monthly out-of-pocket cost
- More customers can afford to own their Ideal Comfort Solution®
- You get paid

### Why attend FOF?

Focus on Financing is an interactive workshop designed to increase your replacement comfort system closing ratio and price. Leave FOF with the ...

- skills to confidently offer financing to every buyer
- process of mentioning financing during every step of the sale
- knowledge to build your cost to offer financing into the price

### Financing closes sales

Most replacements are unplanned purchases. When consumers discover better comfort costs thousands of dollars it's not surprising to hear objections. Learn to quickly and confidently re-calculate monthly investment to help overcome objections;

- "I can't afford it"
- "We need another bid"
- "Your price is too high"
- "We need to think about it"

### Sell "better comfort" replacements

Financing helps make comfort replacements happen. Home offices, aging population and Netflix are keeping more people indoors than ever before. When given a choice a growing number of your customers will upgrade their family's health and comfort now, if you offer monthly payments to make it affordable.

### Who should attend?

Owners, managers, comfort consults, service mangers, territory managers.

Fax completed form to 602.216.2148 or email [register@nopressureselling.com](mailto:register@nopressureselling.com) today 

MORE INFORMATION:  AVAILABLE CLASSES IN MY AREA  AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: Includes one day of training, comprehensive workbook & lunch.

<b>ATTENDEES</b>	1.	<input type="text"/>	2.	<input type="text"/>
	3.	<input type="text"/>	4.	<input type="text"/>
COMPANY	<input type="text"/>		TM	<input type="text"/>
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