

TRUCOMFORT QUICK WINS



“This class gives you the tools and really helps you understand how to offer the TruComfort system.”

James R.
Richmond, VA

TESTIMONIALS

- ✓ **David C. (Richmond, VA):** I have a better understanding of how the variable speed A/C and heat pump functions and great ideas on how to relate those to the homeowner so they understand and want to purchase one.
- ✓ **Leo G. (Los Banos, CA):** This class shows you how to explore customers' needs and offer solutions that improve their lifestyle by offering them options with home automation and comfort.
- ✓ **Carlos A. (Dixon, CA):** This program has helped me sell more by sharing the benefits of variable speed A/C and its comfort enhancing capabilities to all my customers.
- ✓ **Chris B. (Citrus Heights, CA):** I feel comfortable offering the best product every time. I will be listening to the customer's needs and utilizing financing as a tool.

“I learned better ways to connect with customers, added new tools to my sales process, and plan to offer complete home automation on every call.”

Art G.
San Jose, CA

- ✓ **Chris M. (Dixon, CA):** I feel like I'll sell more by helping the customer focus on their desires and expectation, then I can clearly offer them the best solution. Very relevant program.
- ✓ **Brian G. (Citrus Heights, CA):** Great program! I'll be utilizing the tools to stay focused and consistent in my presentation. It's important to offer systems that control comfort and save energy for the customer.
- ✓ **Jairo G. (Dixon, CA):** I'll be using the steps that we went through and letting customers know about the systems that are out there, even if it costs more because they will benefit from the high end equipment.
- ✓ **Brad N. (El Dorado Hills, CA):** I plan to use the Comfort Concerns questionnaire and record the customer's wants and needs. By identifying those and focusing on the emotional side of the sale, I can offer the best system.

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