



# TRANE BOOT CAMP 2018

JULY 24 - 27, 2018  
ORLANDO, FL

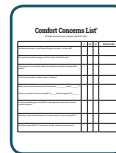
Sales training designed specifically to sell Trane comfort systems

## Boot Camp Makes Selling Natural

How hard it would be to find and fix air condition problems if you couldn't use an Amprobe®, gauges or thermometer. At Trane Boot Camp you will receive three Tools just as important to your sales success. These Tools make it easy to discover your customers' problems, concerns and desires. The Tools help you and your customer design the Trane comfort system that is right for them. The Tools help you comfortably deal with 95% of all objections, including:

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

## Time Tested Tools



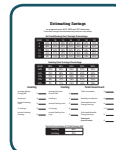
### Comfort Concerns List®

Learn to ask the questions that allow your customers to sell themselves.



### Wheel of Value®

Learn to lock out the competition with the 4 things your customers need, and your competition can never provide.



### Estimated Energy Savings

An easy to use tool to show the advantage of high efficiency comfort.

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

DATE AND LOCATION: July 24 - 27, 2018. 8 am - 4:30pm. 1151 North Keller Road, Suite A, Orlando FL  
INVESTMENT: \$1,695.00 per person. Includes 4 days of training, 82-page Trane sales guide, sales plan, lunch & snacks

<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"/>
	EMAIL	<input type="text"/>	PHONE	<input type="text"/>
ADDRESS	<input type="text"/>			
CITY	<input type="text"/>	STATE	<input type="text"/>	ZIP CODE <input type="text"/>

With our money back guarantee, the only way to lose is by not registering for Trane Boot Camp today!

# TRANE BOOT CAMP 2018

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, TM's and anyone else who can influence your sales and profits.

## 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

## About your Instructor

Steve Hughes is passionate about teaching No-Pressure Selling®. His experience has given him a comprehensive understanding of all aspects of the sales process. In his 12 years as a Sales Manager, Steve grew his team from just three to eight full-time salespeople. During this period, the company grew from 2.5 million to 11.3 million. Steve feels strongly that the No-Pressure Selling® Process was paramount to the success of his sales department.



 (800)-515-0034

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

REGISTER TODAY!