

# Don't Sell, C.A.R.E.



*“This opened my eyes to the potential of doing what is best for the customer”*

Wayne S. - Owner  
Coppell, TX

## OWNERS

- ✓ **Stacey P. (Arlington, TX):** This program gives our techs the motivation and a process that will empower them and give them the tools to develop more leads and sales.
- ✓ **Katie A. (London, KY):** Don't Sell, CARE will help us generate leads from our service techs and that in turn will generate more revenue. We plan to improve the service tickets for the techs and allow the Leader Board to motivate the techs on leads.
- ✓ **Mary Y. (Russellville, AR):** quickly and easily evaluate your dealers to focus your efforts "selling" Boot Camp.
- ✓ **David T. (Temple, TX):** This program is a good way to bring in leads without spending advertising dollars. It will help us make the most out of the opportunities that are available and maximize service call leads.

*“I feel more at ease with giving customers more options for better, healthier living.”*

Terry B. - Technician  
Omaha, NE

## TECHNICIANS

- ✓ **Nate M. (Grinnell, IA):** This program taught me how to turn high cost repairs into new system sales instead of repairing old inefficient systems.
- ✓ **Kevin D. (Omaha, NE):** Don't Sell, CARE helped raise my confidence and taught me how to ask a homeowner questions. I've needed this for years.
- ✓ **Wesley M. (Double, TX):** This class helps teach me how to talk to customers with ordinary, commonly used words that the customer can understand rather than technical words.
- ✓ **Richard H. (Arlington, TX):** Money is tight right now and consumers are looking for value. This program will enable me to improve value perception with my customers.