



How to Grow a Top 10 Territory

Dealer Sales Development: June 18-19, 2019
Dealer Business Development: June 20-21, 2019
Location: Fairfield by Marriott Phoenix Tempe/Airport
2222 South Priest Drive, Tempe, AZ 85282

The #1 job in 2-step distribution is dealer development.

Beat Plan 10%

Your success is determined by your dealers' sales skills and business abilities. The quickest way to grow a "plan busting" territory is to help your dealers grow their sales and profits.

Untapped Opportunity

Most dealers are great technicians, but are held back by a weak sales process, limited management skills or both. If given the opportunity, a large number of HVAC contractors would choose to buy from a TM with the desire, training and skills to help make their company less stressful and more successful.

Eliminate Competition

When you become your dealers' sales and business coach, you are no longer competing with other TM's selling HVAC equipment. You've moved way beyond that. You're now a key player on your dealer's team.

Build Lasting Loyalty

Reciprocity is one of the most important social norms governing human behavior. The more you help your dealers grow their sales and profits, the more loyalty you inspire.

Boost Your Career

Dealer loyalty, higher margins, and growing share create the rocket fuel that can propel you past your plan by 10% or more.

Develop Your Dealers

We've been helping HVAC Territory Managers reach their full potential since 1985. Over that time we've watched hundreds of TMs work their way to the Top Ten. Almost all did one thing in common, they invested time developing their dealers.

Become Dealers' Coach

It would cost your dealers thousands of dollars to hire a trainer to help them improve their sales and business skills. After attending these two classes you will have the tools, skills and confidence to help any dealer be successful in any economy. And it won't cost them a penny.

Learn Dealer Coaching Skills

You can't learn key dealer development skills by reading books or viewing a video. You will watch the industry's best trainers demonstrate the training skills you'll need. You and your peers will practice those skills and receive valuable feedback. Honing your skills in a fun and friendly learning environment makes new skills last.

Get Results

When both processes are fully implemented expect your average dealer to improve...

- Closing ratio (share) 10%
- Average sales price (mix-shift) 20%
- Gross profit 5%

Fax Completed Form to 602-216-2148 or email Register@NoPressureSelling.com

PROGRAM INCLUDES: Comprehensive guidebook, resource guides, tools, graduation certificate, lunch and snacks.

WHO SHOULD ATTEND: Territory Managers, Account Managers, Sales Managers, Regional Managers and Leadership.

INVESTMENT: \$1,795 All 4 days \$1,195 Either 2-day course Dealer Sales Development June 18-19, 2019
 Dealer Business Development June 20-21, 2019

ATTENDEES	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"/>	
AUTHORIZED SIGNATURE <input type="text"/>				

Call 1-800-515-0034 for more information today.

www.NoPressureSelling.com

How to Grow a Top 10 Territory

The more you grow your dealers the more you grow your territory.

June 18 - 19, 2019

Dealer Sales Development

Your sales are determined by each dealer's sales process. A price focused process produces ruinous competition, skinny margins and negative reviews from buyers who expected to get more than they got. Dealers who follow the No Pressure Selling® process create a comfortable atmosphere that makes buying fun and closing the sale the natural conclusion.

Untapped Opportunities

To determine the opportunities to rapidly grow your territory, evaluate your dealers on 7 key sales skills.

1. Asks thoughtful questions
2. Asks follow-up questions
3. Takes notes while listening
4. Uses consumer focused presentation guidebook
5. Graphically differentiates competitive benefits
6. Can confidently handle 95% of all objections
7. Consistently receives referrals and 5-Star reviews

Catapult Mix Shift

Profit is made on equipment, not labor

Show your dealers how to grow profits by improving lives with premium comfort.

	Typical	Premium
Sales Price	\$5,000	\$10,000
Overhead	\$1,500	\$ 1,500
Job Cost	\$3,250	\$ 6,500
Net Profit	\$ 250	\$ 2,000

Learn How to...

- Increase closing ratios (share)
- Improve premium sales (mix-shift)
- Build lasting dealer loyalty (priceless)
- Use financing to make premium comfort affordable
- Sell the way your customers want to buy®

June 20 - 21, 2019

Dealer Business Development

If your dealers don't get things like pricing, overhead and unapplied labor right, they could do a great job selling and still go broke.

Can your dealers answer yes to these questions?

1. Net Profit is 10% or higher?
2. Receives Weekly Unapplied Labor Report?
3. Manages Profit Improvement Plan?
4. Reviews every job's Gross Margin?
5. Has a plan to increase Net Profit 2% or more?

Help Create Wealth

Every year hard working HVAC contractors go bankrupt in the same economy others became millionaires. You will learn the steps thousands of HVAC contractors have taken to improve profits, personal net worth and quality of life.

Learn How to ...

- Design a Dealer Development Plan
- Unlock the secrets hidden inside your dealers' P&L
- Use Gross Margin as your go-to management tool
- Raise price 1% to increase Net Profit 10%
- Use 14 KPI's to track and evaluate profits
- Increase mild-weather cash flow
- Reduce unapplied labor
- Improve dealers' Net Profit

Dealer Development Resource Guide

You will receive the No Pressure Selling® Dealer Development Guidebook. This is where you turn for proven strategies and in-depth information on how to help your dealers ...

- Increase profits
- Grow cash flow
- Add market share
- Reduce overhead
- Improve job productivity
- Decrease non-billable labor
- Enhance service agreement sales
- Boost service department profits
- Generate no cost/low cost sales leads

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