



# ASSET

American Standard Sales Enhancement Training

DATES AVAILABLE NATIONWIDE

CALL FOR DETAILS

Learn a sales process that is easy to follow, fun to use and guaranteed to work.

## ASSET Makes Selling Natural

ASSET is a four-day training event that teaches you how to *Sell the way your customers want to buy.*® You will learn a proven step-by-step process for improving your customers' lives with better comfort.

The Wheel of Value®, Comfort Concerns List® and Estimated Energy Savings help you comfortably deal with 95% of all objections, including:

- ⓪ We need to think about it
- ⓪ Your price is too high
- ⓪ We need another bid
- ⓪ We're in no hurry
- ⓪ We can't afford it

## Have Fun and Sell More

- 1 You don't have to change your personality or memorize abrasive sales scripts. You just follow a simple formula that makes buying the customer's idea and closing the sale the natural conclusion.
- 2 You'll enjoy using your American Standard Presentation Guidebook. You'll never get lost or forget what to say. Customers love seeing what you're saying because it helps them learn quicker and buy faster.
- 3 As an American Standard dealer you will gain exclusive access to the two most important sales tools ever developed, the Comfort Concerns List® and Wheel of Value®.
- 4 You'll love your results. When ASSET graduates follow the process their closing ratios and sales prices typically improve 10% or more.

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: 4-day program, 82-page guidebook and resource guide, presentation manual, final presentation video, certificate of completion, lunch, and snacks.

ATTENDEES

1.

2.

COMPANY  TM

EMAIL  PHONE

ADDRESS

CITY  STATE  ZIP CODE

# ASSET TRAINING



## Why ASSET?

Since 1993 ASSET has helped thousands of American Standard dealers consistently sell big-benefit high-margin American Standard comfort in cold summers, warm winters, good economies and bad. Attend ASSET 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 American Standard comfort systems to delighted buyers, then follow the No Pressure Selling® process you will learn in-depth at ASSET.

## How Will ASSET 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 ASSET year after year.

## Who Should Attend?

Owners, managers, comfort consultants, technicians, and territory managers

**Money back guarantee.** If you are not satisfied with ASSET, return your Workbook, Resource Guides and Tools by 9:00 a.m. on the third day and receive a full refund.

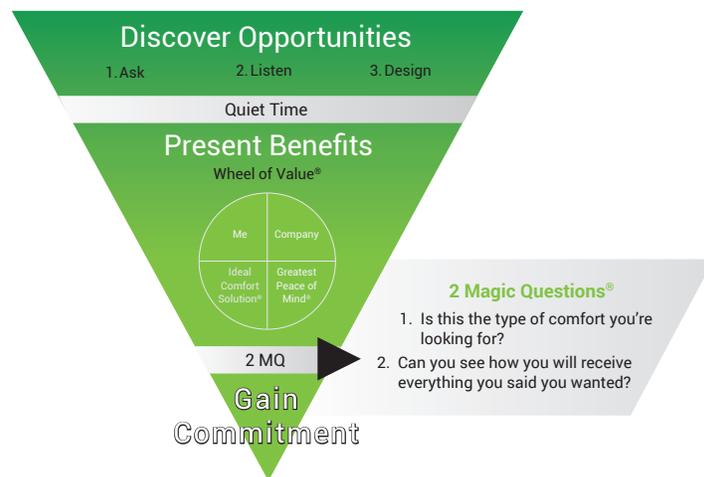
## What ASSET Grads Say

*Sold a \$12,000.00 system, nearest competitor was \$7,500.00. Customers were overwhelmed with the possibility of such efficiency.* **Paul Freeman, GR Freeman Heating and Cooling Evansville, IN**

*A couple of years ago I was excited about getting a sale of a 14 Seer unit & single stage furnace. After the training, we haven't sold a single stage furnace / air handler. All we sell is variable speed and our heat pumps and air conditioners are averaging at least 16 - 18 Seer. Our inclusion rate for selling AccuCleans as well as the Air Exchangers last year was around 66%. This year is going even better and I really want to thank all of you at the ACT Group!!!* **Todd Bradwish, Paulson Sheet Metal, Inc. Mitchell, SD**

*After the 1st ASSET class sales increased by 15% after 2nd class sales up almost 20%.* **Travis Jones, Randall Brothers Atlanta, GA**

*I bid an air conditioner and was actually the highest bidder. I would not come down on my price and after several phone calls I was sure he had chosen another company. He finally called and said he and his wife decided to use our company. I had already given up. It just goes to show that a good presentation and professionalism goes a long way.* **Cale Schultz, CMR Mechanical, Ann Arbor, MI**



(800) 515-0034

www.NoPressureSelling.com