



NO PRESSURE SELLING®

**DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS**

Sell the way your customers want to buy®

Amazing Opportunity

Today, a large and growing number of homeowners will pay you to improve their family's health and their home's comfort without waiting for a major component to fail.

Eliminate your competition

There are four vital benefits your customers want and your competition can't provide. At No Pressure Selling® you will learn to use your Wheel of Value® to document why You, Your Company, Ideal Comfort Solution® and Greatest Peace of Mind® make buying from you their best investment.

Grow sales

According to Burger King there are 221,184 ways to order a Whopper®. Think of all combinations of SEER, accessories, warranties, options and duct problems -- much more than extra mustard hold the mayo. At No Pressure Selling® you will learn to give your customers exactly what they need to design their Ideal Comfort Solution®. Closing is easy when buying is your customer's idea.

The Most Important Decision

Sales profits are determined by your sales process. A price-focused sales process breeds ruinous competition, lower margins and negative on-line reviews from buyers who expected more than they got. After learning how to implement the No Pressure Selling® process, expect to immediately improve your closing ratio, premium sales and 5-Star reviews.

Do you enjoy selling?

Almost everyone struggles with a sales process that tries to change their personalities, values or beliefs. It's also easy for people to quit using a system that requires them to memorize manipulative scripts, play games or use pressure.

Why No Pressure Selling®?

When you follow No Pressure Selling® you will naturally create a comfortable buying experience. The more comfortable your customers, the easier it is to buy better comfort from you. After attending No Pressure Selling® you'll have the skills and tools to improve sales, margins and pre-sold referrals.

Fax completed form to 602.216.2148 or email register@nopressureselling.com today

MORE INFORMATION: AVAILABLE CLASSES IN MY AREA AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: Includes 2 days of training, comprehensive workbook and presentation manual, breakfast, snacks and lunch.

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"/>				

NO PRESSURE SELLING®

Selling is easy
when buying is
your customer's idea.

Make Selling Easy

You will receive the exclusive street-ready No Pressure Selling® presentation manual. It's designed so you'll never get lost or forget what to say. Homeowners will love seeing what you are saying because it helps them learn quicker and buy faster.

Comfort Concerns List®

The Comfort Concerns List® holds the key to every sale! The information it contains helps buyers to design their Ideal Comfort Solution® and makes closing the sales their idea. Reviewing the Comfort Concerns List® when a sale is lost can tell you immediately what went wrong and how to fix it.

Management Tools

Leaderships ability to manage replacement sales improves the moment your sales team starts following the No Pressure Selling® process. Routinely reviewing the 3 steps in the No Pressure Selling® process has been proven to improve long-term sales performance.

No Pressure Selling® Manual

The workbook is designed to make learning the No Pressure Selling® process fun, easy and lasting. Page titles include:

- What Your Customers Really Want
- Building Trust
- Asking the Right Questions
- Listening is Selling™
- Home Comfort Survey
- Ductless Comfort Opportunities
- Wheel of Value® Presentation
- Offering Financing
- Estimated Savings
- Gaining Commitment
- Overcoming objections

Agenda

Day One

The No Pressure Selling® process

- Discover opportunities
- Design Ideal Comfort Solution®
- Present Wheel of Value® benefits
- Provide the Greatest Peace of Mind®
- Gain commitment

Day Two

Making new skills last

Students will use the Comfort Concerns List® and their Wheel of Value® to:

- Eliminate price objections
- Conquer comparison concerns
- Reduce hesitation
- Document affordability
- Enhance self-confidence

Learn how to use ...

- 2 questions that eliminate 50% of all objections
- 2 words that allow buyers to sell themselves
- 3 tools to eliminate 96% of objections

Adults learn by doing

You must actively practice new skills to make them habits. You will have opportunities to use your new skills and receive beneficial feedback from your instructor and peers. You will leave with the skills, tools and confidence to help your customers improve their lives with better comfort.

Who should attend?

Owners, comfort consultants, technicians, sales manager, CSRs, territory managers.

(800) 515-0034

www.NoPressureSelling.com