



TRANE BOOT CAMP

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

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

Boot Camp Makes Selling Natural

Trane Boot Camp 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 Trane® Boot Camp 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 a Trane® 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 Trane® Boot Camp 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

MORE INFORMATION: AVAILABLE CLASSES IN MY AREA AVAILABLE CLASSES NATIONWIDE

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

ATTENDEES

1.

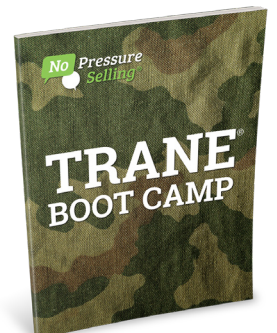
2.

COMPANY TM

EMAIL PHONE

ADDRESS

CITY STATE ZIP CODE



TRANE BOOT CAMP



Money back guarantee. If you are not satisfied with Trane Boot Camp, return your Workbook, Resource Guides and Tools by 9:00 a.m. 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 and territory managers

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

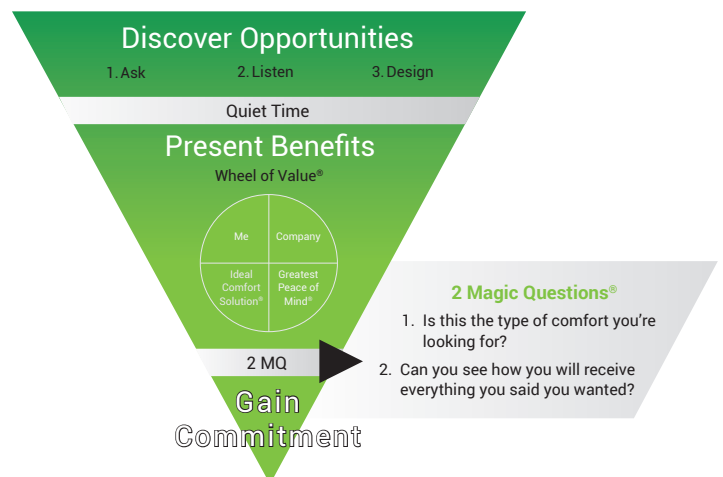
Trane Boot Camp works! It's a professional sales course designed for selling Trane replacement equipment and it uses our terminology and relates to our customers. Boot Camp will exceed your expectations. Greg Schillianskey, Sacramento, CA

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



(800) 515-0034

www.TraneBootCamp.com