



# 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.

## Why ASSET?

ASSET has helped thousands of American Standard dealers consistently sell big-benefit premium American Standard comfort in cold summers, warm winters, good economies and bad. Attend ASSET and learn how.

### Sell More

ASSET is a four-day training event that teaches you how to *Sell the way your customers want to buy*®. When this happens, your customers are delighted and reward you with premium sales and pre-sold referrals.

### Grow Premium Sales

You will learn how to design each customer's Ideal Comfort Solution®. If needed you can comfortably justify the price by reviewing how they will receive the benefits they desire most.

### Enhance Your Career

When you have a proven process to follow, your stress level goes down, you have more fun and make more money to provide a better life for your loved ones. Isn't that what the American Dream is all about?

## How You Will 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 ASSET 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 One secret to selling is asking, not telling. At ASSET you will learn how to ask the key questions that allow customers to sell themselves.
- 4 After implementing, what you will learn at ASSET expect to improve your:
  - Closing Ratio 10 Points
  - System Price 20%
  - Leads from Referrals 20%

Call 800-515-0034 or email [register@NoPressureSelling.com](mailto: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

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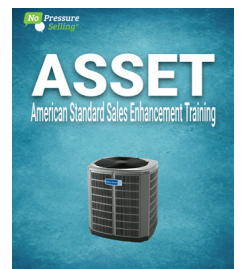
COMPANY

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ACCOUNT #

TM

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With our MONEY BACK GUARANTEE, the only way to lose is not registering today!

# ASSET

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**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 to receive a full refund.

## Estimate Your Sales Improvement

Say your average sales price is \$6,000, closing ratio is 40% and your company generates 200 leads per year. Here's what can happen after applying the ASSET process:

	NOW	AFTER
Leads	200	240
Jobs closed	80	120
Sales price	<u>\$ 6,000</u>	<u>\$ 7,200</u>
<b>Annual sales</b>	<b>\$480,000</b>	<b>\$864,000</b>

### Gain Life-Long Skills

Whether you are just starting out or are a seasoned comfort consultant, your sales, self-confidence, and commission checks will improve when you apply the skills you will learn and practice at ASSET.

### Master the Art of Selling Comfort

You can't master the art of selling comfort by watching YouTube. 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 lifelong sales skills in a friendly environment is one reason so many grads return to ASSET year after year.

### Catapult Referrals

According to Decision Analyst, Inc., *buyers are more satisfied with their comfort system when they buy super high efficiency equipment.* When you follow the ASSET process, your customers will naturally gravitate towards the best comfort and energy savings they can afford. Premium comfort is what drives 5-Star Reviews.

### Who Should Attend?

Comfort consultants, owners, managers, technicians, and territory managers.

## Agenda ASSET

### Day 1

#### Learning No Pressure Selling®

- Setting the Appointment
- Building Trust
- Comfort Concerns List®
- Comfort Concerns List® Skills Practice
- In-Home Comfort Survey
- Homework Review

### Day 2

#### Designing Ideal Comfort Solution®

- Designing the Ideal Comfort Solution®
- Estimated Out-of-Pocket
- Financing
- Wheel of Value® Presentation
- Homework Review

### Day 3

#### Eliminating Buyer's Concerns

- Eliminate Price Objections
- Make it Affordable
- Conquer Competition Concerns
- Handle Hesitation
- Following the Follow-up Process
- Homework Review

### Day 4

#### Making New Skills Last

- Final Skills Practice
- Best Presenter
- Best Evaluator
- Best Multistage
- Best Ductless Comfort
- Planning for Success

800-515-0034

www.NoPressureSelling.com