



FOCUS ON FINANCING

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

Financing makes premium comfort affordable.

Why offer financing?

According to a National Foundation of Credit Counseling survey, "Companies that don't offer a monthly payment option with every proposal could instantly eliminate more than half of all potential buyers."

- Makes choosing you much easier
- Allows shoppers to be more comfortable today
- Buyers get lower energy bills for the next twenty years
- Energy savings reduces buyer's monthly out-of-pocket cost
- More customers can afford to own their Ideal Comfort Solution®
- You get paid

Why attend Focus on Financing?

Focus on Financing (FOF) is an interactive workshop designed to increase your replacement comfort system closing ratio and price. Leave FOF with the:

- skills to confidently offer financing to every buyer
- process of mentioning financing during every step of the sale
- knowledge to build your cost to offer financing into the price

Who should attend?

Owners, managers, comfort consults, service managers, and territory managers.

Agenda

- 8:00 8:30 Understanding today's consumer
- 8:30 9:30 When and how to offer effectively offer financing
- 9:30 10:30 Understanding current programs
- 10:45 12:00 Financing a single job
- 1:00 3:00 Building financing into your company
- 3:30 4:00 Addressing concerns and gaining commitment

Financing closes sales

Most replacements are unplanned purchases. When consumers discover better comfort costs thousands of dollars, it's not surprising to hear objections. Learn to quickly and confidently re-calculate monthly investment to help overcome objections:

- "I can't afford it"
- "We need another bid"
- "Your price is too high"
- "We need to think about it"

Sell premium replacements

Financing helps make comfort replacements happen. Home offices, aging population, and Netflix are keeping more people indoors than ever before. When given a choice, a growing number of your customers will upgrade their family's health and comfort now, if you offer monthly payments to make it affordable.

Call 800-515-0034 or email register@NoPressureSelling.com

MORE INFORMATION: AVAILABLE CLASSES IN MY AREA AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: 1-day program includes: comprehensive workbook, 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"/>
ADDRESS	<input type="text"/>			
CITY	<input type="text"/>	STATE	<input type="text"/>	ZIP CODE <input type="text"/>

Call 800-515-0034 for additional information

www.NoPressureSelling.com