

No Pressure  
Selling®



# TRANE DEALER COURSE CATALOG

[www.nopressureselling.com](http://www.nopressureselling.com)



# Trane® Boot Camp 4 days

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



## Why Trane® Boot Camp?

Since 1993, Trane® Boot Camp has helped thousands of Trane® dealers consistently sell big-benefit premium Trane® comfort in cold summers, warm winters, good economies and bad. Attend Trane® Boot Camp and learn how.

## Master the Art of Selling

At Trane® Boot Camp you will master using the No Pressure Selling® process to design each customer's Ideal Comfort Solution®. **When you... *Sell the way your customers want to buy,*® you master the art of selling.**

## 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 Trane® Boot Camp.

## Be Yourself

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.

## Follow a Proven Process

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.

## Enhance Your Career

When you have a proven sales process to follow your stress 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?

## Make New Skills Last

You must actively use new skills to make them habits. You will have opportunities to practice your new skills and receive beneficial feedback from your instructor and peers. Leave Trane® Boot Camp with the skills, tools and confidence to comfortably improve lives with premium comfort.

## Estimate Your Sales Improvement

After implementing the Trane® Boot Camp process, expect to improve your:

Closing Ratio	10 Points
System Price	20%
Leads from Referrals	20%

Say your average price is \$6,000, closing ratio is 40% and you generate 200 leads per year, here's what can happen:

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

## Who Should Attend?

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

## Money Back Guarantee

Are you ready to turbocharge  
your sales and career?

Call 1-800-515-0034 today to  
register for the next class.

## Business training to GROW your bottom line.

### Unlock Secrets

- Unlock the secrets inside your financial reports.
- Learn how long you can survive if your customers quit paying.
- Are you charging enough?
- What ratios do banks use to loan money?
- What is the most accurate way to price a job?

### Find Hidden Profits

The purpose of business is to create profit... not work.

**Sales** – Nothing affects the bottom-line like the top-line. Discover the surest way to profitably grow sales.

**Cost of Sales** – After GROW you will know when your Cost of Sales is too high and the steps to take to fix it.

**Gross Margin** – Gross Margin is where the money comes from to keep the lights on. Learn how to make it your #1 profit management tool.

**Overhead** – Learn how to reduce overhead permanently by cutting unapplied labor, 20% or more.

**Net Profit** – Learn how wealth is created selling products, not labor.

### Is Your Price Right?

Did you know that one of the biggest mistakes contractors make is not properly pricing every job? What is your selling price?

Overhead	31%
Desired profit	15%
Job costs	\$8,000

### Your Instructor

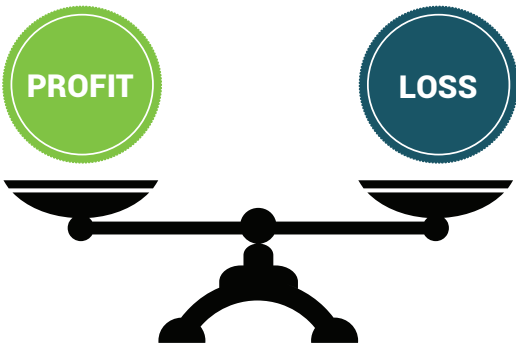
GROW uses basic math and simple formulas, but your instructor won't let your class get too deep or become boring, in fact you'll have a lot of fun! Your instructor is an entertaining communicator, with years of real-world HVAC business experience and is anxious to share all the little things that will make GROWing your profits easier, more fun and a lot less stressful.



### Pinpoint Profits

Use your...

- P&L to pinpoint where you are making or losing money
- Balance Sheet to increase your company's value
- Cash Flow report to eliminate stress before paydays
- Job Gross Margin to improve Net Profit
- Job GM as your profit-loss early warning system
- Test Ratios to measure activities that produce profits
- 14 Profit Improvement Indicators™ to maximize profitability
- 12 Month Profits Improvement Report to manage profitability



### Leave GROW with...

- ☐ A plan to reduce overhead 2%
- ☐ A plan to increase net profit 2%
- ☐ Detailed GROW Workshop Manual
- ☐ Information packed GROW Resource Guide
- ☐ GROW Profit Improvement Plan™
- ☐ 10 Business Special Reports
- ☐ 10 Financial Ratio Guidelines
- ☐ New skills and self-confidence

### Who Should Attend?

Owners, managers, bookkeepers, accountants, TM's and anyone else involved in the financial wellbeing of your business.

## Don't Sell... C.A.R.E.™ 2 days

Techs have an amazing opportunity to improve customer comfort.



### Point of the Spear

Techs are there when people are seriously thinking about comfort. The time homeowners are anxious to solve future problems is immediately after a repair. Most people want to hear how to keep bad things from happening again.

### Why C.A.R.E.?

When you follow the C.A.R.E. process, you aren't selling – you're using new tools to troubleshoot comfort problems. Just follow a formula that makes buying the customer's idea and closing the sale the natural conclusion.

### It's Troubleshooting... Not Selling

Most technicians can troubleshoot and solve 90% of air conditioning problems with 3 tools:

- **Voltmeter/Amprobe®**
- **Refrigerant gauges**
- **Temperature analyzer**

When you follow the C.A.R.E. process you will use 3 Tools to comfortably involve your customers in discovering opportunities to improve their comfort.

- **Comfort Concerns List®**
- **Wheel of Value®**
- **Estimated Out-of-Pocket™**

### Everyone Wins

After C.A.R.E. you will have the skills, tools and confidence to improve your customers' lives with...

- Service agreements
- Premium comfort systems
- Ductless comfort
- Accessories

### Learn by Doing

You become more comfortable with new tools the more you use them. You will practice using the tools to gain new skills and self confidence in a fun and supportive atmosphere.

### Discover how to...

- Ask trust building questions
- Use follow-up questions to discover priorities
- Use 3 Tools to eliminate objections
- Design Ideal Comfort Solution®
- Provide the Greatest Peace of Mind®
- Present your Wheel of Value® benefits
- Discuss Estimated out of Pocket™ investment
- Make closing the sale the natural conclusion

### The C.A.R.E. Process

Give customers a **Choice**

**Ask** the right questions

**Recommend** the best solution

**Encourage** customers to do what's best

### Repair or Replace

Some customers would replace a two-year-old entry-level HVAC system because their home and family are not comfortable. Others will apply today's repair as the down payment for better comfort. When buyers look at the energy savings over the life of the system, premium comfort becomes a bargain.

### Set Leads or Sell Equipment

Should techs sell replacement equipment or set leads for a comfort consultant? That depends on your company and if you have a comfort consultant on your team. At C.A.R.E. you will learn how to set solid leads and make a customized premium comfort sales presentation from start to finish.

### Who Should Attend?

Service technicians, service managers, installation managers, sales managers, CSR's, dispatchers and territory managers.

# >> Sales Skills for CSRs 1 day

Learn the sales process  
superstar CSRs use to maximize sales.



## Acquire New Customers

It's easy for today's consumers to compare products in order to buy the lowest price. When a shopper calls asking your price on a 3-ton 14 SEER air conditioner, the Customer Service Rep gets the call. Learn exactly how to turn comparison shoppers into solid appointments, which could improve your sales 5% or more.

## Help Shoppers Become Buyers

Buying is a series of decisions that starts when a shopper first makes contact. Learn how to make doing business with you their decision. Discover how to:

- **Capture important information within 30 seconds**
- **Make setting the appointment the buyer's idea**
- **Turn price shoppers into solid sales appointments**
- **Comfortably handle unhappy customers**
- **Become the hub of sales success**

## Skyrocket Referrals

Referrals are the least costly, most effective way to generate profitable sales. CSRs will learn how to use a proven process and one-of-a-kind tools to maximize pre-sold referrals and 5-Star reviews.

1. Referral acquisition process
2. Post-installation Happiness Survey
3. Post service call Satisfaction Survey
4. Pre-Sold Referral Check List
5. Referral follow-up process

## Maximize 5-Star Reviews

If an installer tracks mud on new carpeting the CSR gets the call. Knowing how to handle this situation can determine if that customer posts a positive or negative online review. You will learn exactly what steps you need to take to consistently generate 5-Star reviews.

## Follow up on Pending Sales

Not every sales appointment ends in an immediate sale. HVAC contractors lose sales when they don't use a customer friendly process to follow up on every pending opportunity. Sooner or later the *"I need to think about it"* consumer will buy from someone. Learn how to make that someone you. Focused follow-up could increase sales 5% annually.

## Super-Star CSR Requirements



## Benefits of Attending

- Turn first-time customers into repeat customers
- Turn customer complaints into increased sales
- How to profitably increase slow-season work
- Eliminate common service problems
- Increase profitable sales
- Increase effective communication
- Reduce troubleshooting errors
- Reduce marketing costs
- Reduce wasted time
- Reduce call backs
- Reduce stress
- Boost morale

## Who Should Attend?

Customer service representatives, managers, receptionists, dispatchers and territory managers.



# >> Unlimited Leads™ 2 days

The future of your company relies on your ability to attract new customers.

## Generate Affordable Leads

You must replace every customer who buys a comfort system, and even more if you want to grow. At Unlimited Leads™ you will learn the most cost-effective ways to acquire the best new customers.

## Determine Which Lead Methods Work Best

Receive fun-to-use interactive tools that help you determine which lead methods are having the most influence on...

- **Cost per Lead**
- **Cost per Sale**
- **Closing Ratio**
- **Sales Price**

## All the Leads You Need

Every lead method you will learn has been proven in the real world. When fine tuned and fully employed you can generate all the sales leads you'll need.

## Every Market is Different

Unlimited Leads™ "cuts to the chase." It provides the concise, common sense information necessary to guide a steady flow of new customers to your business, without you going broke in the process. Many of the ideas presented can be implemented immediately or easily altered to fit the individual needs of your company.

## Common Sense Marketing

You will learn how to test and track several lead generation methods to determine which ones work best for you. If you think one of the methods will work and it doesn't, you haven't wasted a fortune. Once you determine which ideas work best, repeat and fine-tune for maximum results.

## Who Should Attend?

Owners, office managers, marketing managers, sales managers, CSRs, receptionists, and territory managers.

## Skyrocket Referrals

Learn how to provide a 5-Star referral worthy experience every time. Referrals are the least costly, most effective way to market your business. Consumers are 6 times more likely to rely on referrals than advertising when buying home improvement products.

## Powerful Lead Management Tools

You will receive the Unlimited Leads™ Planning & Tracking program. After a couple of key strokes, you'll know immediately which methods are moving the needle on your lead generation key performance indicators: Cost per Lead, Cost per Sale, and Closing Ratio.



## The Best Buyers

80% of the buyers referred to you will buy from you. Referral customers typically spend about 10% more than the person who referred them. Attend Unlimited Leads™ to learn exactly what to do to become a referral-based company.

## Learn How to:

- Optimize on-line referrals
- Influence key neighborhoods
- Make your website a lead magnet
- Make lead generation a team sport
- Generate better leads for less money
- Get media to promote your business for free
- Offer 4 benefits your competition can't provide
- Acquire customers in the real world of HVAC lead generation

## Service Agreement Workshop 2 days

Learn a proven process to maximize service agreement sales.

### Improved Sales

Service Agreements can generate \$500 to \$1,000+ in additional services, accessories and repairs over the life of the agreement. When it's time, expect 80% of Peak Performance Service Agreement™ customers to buy their Ideal Comfort Solution® from you.

### Increased Business Value

The consistent cash flow from your Peak Performance Service Agreement™ program makes your company more valuable to bankers and future owners. Because unapplied labor is reduced, overhead goes down, driving profits up.

### Consistent Workload

**Service agreements have always been the key to reducing unapplied labor by flattening the peaks and filling the valleys with profitable mild weather work.**

### Trained Technicians

A big part of being a great tech is the ability to deal with all types of customers and equipment. Your Peak Performance Service Agreement™ program provides a proven career path for new technicians to follow.

### Why Techs Are Key

Technicians are at the right place at the right time to document the value customers need to sell themselves. The best time to offer service agreements is after repairing a comfort problem. At this point most homeowners want to keep problems from happening again and may be eager to own the benefits your Peak Performance Service Agreement™ provides. Students will learn how to comfortably offer service agreement benefits without feeling like you are selling.

### Who Should Attend?

Owners, managers, service technicians, dispatchers, CSRs and territory managers.

### Comprehensive Marketing Plan

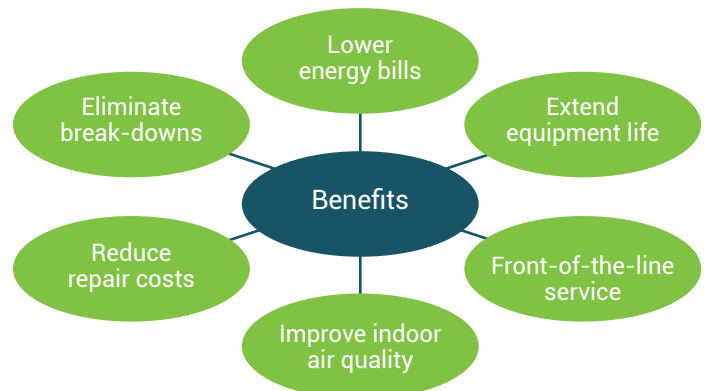
Who you target determines what you sell. You will receive a step-by-step plan to influence homeowners most likely to buy your Peak Performance Service Agreements™ now.

### Catapult Customer Loyalty

Without a service agreement your "customers" could call the last company that sent them a discount flier or online ad. Due to the special bond forged, Peak Performance Service Agreements™ customers are much more likely to provide 5-Star reviews and word-of-mouth referrals.

### Your Customers' Big Benefits

Peak Performance Service Agreements™ provide more benefits than anything else homeowners can buy with the same money.



### Tools for Success

Whether you are just starting out or want to sell significantly more service agreements, this course is for you. You will receive everything you need to immediately implement your Peak Performance Service Agreement™ program. Leave with:

- Peak Performance Service Agreement™ brochure
- Peak Performance™ Inspection Reports
- Air Conditioning & Heating Service Agreement docs
- Comfort Concerns List®
- Comprehensive Service Agreement Training program
- In-depth Resource Guide

# **No Pressure Selling®** 2 days

Learn to...  
*Sell the way your customers want to buy.®*

## Make Selling Fun

Almost everyone struggles with a sales process that tries to change their personality, values or beliefs. It's also easy to quit using a system that requires them to memorize manipulative scripts, play games or use pressure. No Pressure Selling® makes selling fun.

## Receive a Kitchen Table Ready Presentation

Receive the exclusive No Pressure Selling® presentation manual. 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.

## Grow Premium Sales

Learn how to design each customer's Ideal Comfort Solution® and justify the price with amazing comfort and energy savings.

## Eliminate Objections

At No Pressure Selling® you will learn how to:

- **Eliminate your competitors**
- **Document the highest value**
- **Use 3 Tools to handle all objections**
- **Close the sale on the 1<sup>st</sup> call**

## The Key to Every Sale

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

## Who Should Attend?

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

## Management Tools

Your ability to manage the replacement sales process improves the moment your sales team starts following the No Pressure Selling® process. Routinely reviewing the 3 Tools is the foundation for long-term sales success.

### Comfort Concerns List®

### Wheel of Value®

### Estimated Out of Pocket™

## Get Results

After implementing the No Pressure Selling® process, expect your sales team to immediately improve their closing ratios, premium sales and 5-Star reviews.

## No Pressure Selling® Manual

The workbook makes learning the No Pressure Selling® process fun, easy and lasting. Page titles include...

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| • What Your Customers Really Want | • Ductless Comfort Opportunities |
| • Building the Highest Trust      | • Home Comfort Survey            |
| • Asking the Right Questions      | • Proposal and Agreement         |
| • Listening is Selling™           | • Estimated Out-of-Pocket™       |
| • Home Comfort Survey             | • Gaining Commitment             |
| • Offering Financing              | • Overcoming Objections          |

## Practice New Skills

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.



## >> Focus On Financing 1 day

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 20 years
- Energy savings reduces buyer's out-of-pocket cost
- More customers can afford their Ideal Comfort Solution®

### Why Attend Focus on Financing?

Focus on Financing is an interactive workshop designed to increase your replacement comfort system closing ratio and sales price. Leave Focus on Financing 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 into the price
- Skills to complete financing application without hesitation
- Knowledge to use energy savings to reduce Estimated Out of Pocket™ cost

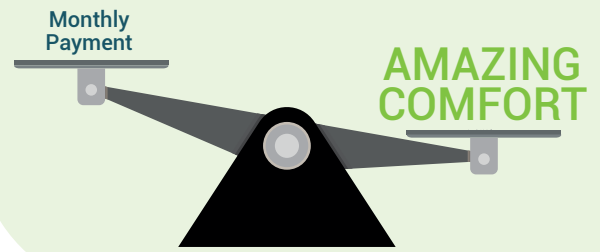
### Who Should Attend?

Owners, managers, comfort consultants, sales managers, senior technicians, and territory managers.

## Quick Quiz

Can you answer yes to the following questions?

1. Is your net profit 15% or higher?
2. Are you closing at least 40% of your sales leads?
3. Are 30% of your replacement sales premium systems?
4. Is everyone in your company following the same process?
5. Do you have a plan to add 5% to your bottom line this year?



### Financing Closes Sales

Most replacements are unplanned purchases. When consumers discover better comfort costs thousands of dollars it's not surprising to hear affordability 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 premium 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 they can afford.

### Agenda

1. Understanding today's consumer
2. Effectively offering financing
3. Understanding current programs
4. Financing a single job
5. Building financing into your sales process
6. Addressing concerns
7. Gaining commitment

**If you answered no to one or more questions,  
contact your territory manager or call  
800-515-0034 and start on the path  
to increased profitability today!**

## > Ductless Comfort Strategies 2 days

Learn to sell  
the ultimate comfort.



### Create Year-Round Work

There are comfort problems in a large percentage of houses in your area that can be best solved by selling a ductless comfort system. Learn how to stay busy year-round installing ductless comfort for people who already know and trust you. No ductwork, no problem, All you need is a 3" opening for the control wires and refrigerant lines. Long refrigerant line runs, no problem. The ability to improve comfort almost anywhere, no problem.

### Design Affordable-Luxury Comfort Zones

**"Luxury is the difference between conventional air conditioning and ductless comfort."**

Comfort zones allow everyone to sleep in their bedroom at "their" ideal temperature. Indoor air quality improves because there is no cross-contamination between zones like ducted systems. Receive tools to design each buyer's Ideal Comfort Solution®.

### Add Home Value

Ductless comfort can be a smart investment. **Learn how to add thousands of dollars in home resale value by helping your customers create "livable space,"** turning an unconditioned bonus room into a pleasant guest bedroom or transforming a musty basement into a comfy home theater or making the sun room livable in the summer.

### Lower Customers' Carbon Footprint

You will learn the best way to communicate the "green" benefits ductless comfort offers. The lower the power bill the less carbon in the atmosphere. No duct loss with ductless comfort. Refrigerant won't harm the ozone layer. 83% of the system is recyclable.

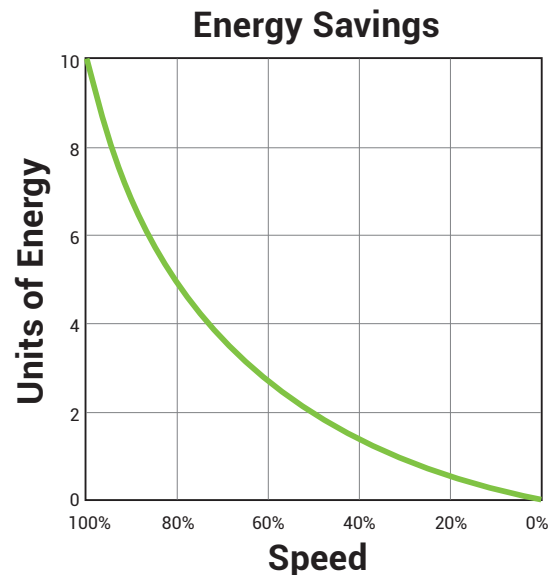
### Who Should Attend?

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

### Sell Superior Energy Savings

**"Going from 15 seer to 30 seer cuts A/C cost in half"**

75% of HVAC operating hours are below 70% load. As the load decreases so does the speed of the fans and compressor. Learn how the reduction in air and refrigerant flow reduces energy consumption by the cube of the speed. If it costs \$1 to run at 100%, it would cost about 20 cents at 50%.



### Solve "Unsolvable" Commercial Comfort Problems

A large number of commercial facilities have comfort problems that can be best solved with a ductless comfort system. Learn how to find, document and solve problems that couldn't be solved with the existing ducted system.

### Increase Business Productivity

A study by Harvard and Syracuse Universities found when the workspace was comfortable and properly ventilated, productivity increased an average of \$6,500 per person per year.

The financial benefit when 3 employees improve their productivity by \$6,500 is \$19,500. If your ductless system costs \$20,000, your client receives 97% of their investment back in one year.

# Commercial Sales Training 4 days

Training designed to skyrocket commercial replacement sales.

## Amazing Opportunity

Thanks to recent tax law changes, all profitable commercial businesses now have unplanned money to pay you to swap worn out HVAC equipment for...

- **Greater comfort**
- **Lower energy bills**
- **Higher productivity**
- **Higher reliability**

## Sell Ideal Comfort

The exciting part of the commercial replacement story is how the best comfort is the best investment. When workspaces are more comfortable people are more productive. If comfort issues cause a \$50,000 per year employee to lose 5% of her productivity the cost of poor comfort becomes \$2,500. If ten similar employees also lose 5% the cost of lost productivity is \$25,000.

## Learn How to...

- Find the best replacement clients
- Work through gate-keepers
- Determine if you are wasting your time
- Get appointments with key decision makers
- Let buyers sell to themselves
- Use a Facility Survey to lock in sales
- Understand terms like NOI, cash flow and cap rate
- Write sales winning proposals
- Make profit producing presentations
- Eliminate competition with your Wheel of Value®
- Design the best solution
- Eliminate objections before they're raised
- Comfortably deal with any objection
- Build a pipeline of systematic replacements
- Grow commercial service agreements sales

## Leave with...

- ☐ Commercial Service Agreement program
- ☐ 11-page replacement proposal
- ☐ Tools to document the highest ROI
- ☐ Tools to eliminate all competition
- ☐ Proven process to capture commercial sales

## Money Follows ROI

85% of business managers use return on investment to evaluate capital improvements projects. The best comfort typically produces the highest ROI.

### Energy savings ROI

$$\frac{\text{Energy Savings}}{\text{Investment}} = \frac{\$2,000}{\$20,000} = 10\% \text{ ROI}$$

### Productivity ROI

When workspaces are more comfortable people are more productive. If better comfort improves 3 employees' productivity \$6,500...

$$\frac{\text{Improved Productivity}}{\text{Investment}} = \frac{\$19,500}{\$20,000} = 97\% \text{ ROI}$$

## Unlock Commercial Sales

- **A study by Harvard and Syracuse Universities found when workspaces were comfortable and properly ventilated, productivity increased an average of \$6,500 per person.**
- Almost 50% of tenants planning to relocate will pay higher rents to be more comfortable
- Number one occupant complaint is space temperature that is either too warm or too cold
- The chief cause of productivity loss is the existing HVAC system wasn't designed to meet current workspace and heat load requirements.

## Who Should Attend?

Owners, managers, comfort consultants, senior technicians, territory managers, and anyone else who wants to fully understand how to enter and prosper in today's light commercial HVAC replacement arena.



## >> No Stress Installation 2 days

Problems are not solved  
by equipment alone.™

### Install Amazing Comfort

Up to 90% of all HVAC systems have some sort of energy wasting problems. 50% of No Stress Installation teaches the skills needed to correct problems and maximize the performance of all types of residential air distribution systems.

### Customize Comfort

After attending No Stress Installation your installation team will have the keys to unlocking...

- **Lower energy bills**
- **Quieter operation**
- **Cleaner air**
- **Increased reliability**
- **The Greatest Peace of Mind®**

### Gain the Skills to...

- Size basic ductwork
- Size return air
- Use fan performance charts
- Measure static pressures
- Troubleshoot airside problems
- Correct airside problems

### Agenda

1. Making a positive first impression
2. Delivering on the comfort consultant's commitments
3. Keys to a no stress installation
4. Communicating the value of your installation
5. The final inspection
6. Educating customers



**For additional  
information please  
contact us today.**

Call 1-800-515-0034 for additional information.

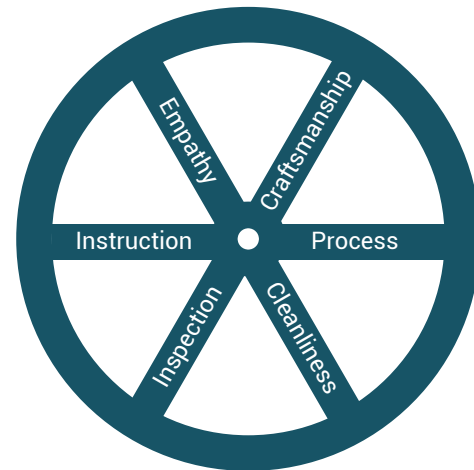


### Install a WOW Experience

All too often the weak link in your customer satisfaction process is what happens during the installation. Today's homeowners are apprehensive when strangers are working in every room in their home. At No Stress Installation, you'll learn how to turn anxiety into a WOW Home Improvement Experience™ by establishing rapport, building trust, and exceeding expectations.

### Formula for Success

Most HVAC buyers believe the best way to reduce risk is to read on-line comments from recent buyers. When your company is consistently receiving 5-Star reviews, sales grow and you stay busy. You will learn how to employ the 6 ingredients in the No Stress Installation formula for success.



### Who Should Attend?

Owners, installation managers, comfort consultants, installation technicians, trainees and territory managers.

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