



# Commercial Sales Training

NOVEMBER 16 - 19, 2021  
TRANE DEER VALLEY

Training designed to skyrocket commercial replacement sales.

## Amazing Opportunity

The most common objection you will hear when selling in the light commercial HVAC replacement arena is "We don't have the money." 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
- Higher productivity
- Lower energy bills

### 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.

## 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

$$\frac{\text{Energy Savings}}{\text{Investment}} = \frac{\$ 3,500}{\$50,000} = 7\% \text{ ROI}$$

### Productivity ROI

When workspaces are more comfortable people are more productive. If poor comfort causes ten \$50,000 per year employees to lose 5% productivity ...

$$\frac{\text{Improved Productivity}}{\text{Investment}} = \frac{\$25,000}{\$50,000} = 50\% \text{ ROI}$$

Email registration to [marisa.cardiel@trane.com](mailto:marisa.cardiel@trane.com)

DATE & LOCATION: November 16 - 19, 2021 - 8:00am - 4:30pm | Trane Deer Valley 21415 N 15<sup>th</sup> Ln. Phoenix, AZ 85027

INVESTMENT: 4-day program includes; extensive materials, 65 page workbook, resource guide, breakfast, lunch and a career enhancing learning experience.

ATTENDEES

1.  2.   
 3.  4.

COMPANY

TM

EMAIL

PHONE

ADDRESS

CITY

STATE  ZIP CODE

Call 800-515-0034 for additional information

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

# Add Powerful Profit Center

Learn a process to fill your slow season with profitable commercial replacement business.

## Unlock Commercial Sales

If you tried to replace just 10% of the worn-out, unreliable energy wasting light commercial equipment in your area, you'd probably stay busy for years.

- Almost 50% of commercial tenants planning to relocate are willing to pay higher rents to be more comfortable
- Number one occupant complaint is space temperature that is either too warm or too cold
- **A study by Harvard and Syracuse Universities found when workspace was properly ventilated, productivity increased an average of 61%**
- The chief cause of productivity loss is the existing HVAC system wasn't designed to meet current workspace and heat load requirements.

### 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 to sell themselves
- Use a Facility Survey to lock in sales
- Understand client 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 agreement sales

**Register Today!**



## Make Better Comfort Affordable

Unfortunately, your commercial clients' tax savings doesn't come in a box full of money. You will learn how to use the Financing/Leasing Proofsheets™ to make closing the sale the buyer's idea...

- ... *You can solve today's problems with tomorrow's tax savings*
- ... *You can pay for better comfort through increased productivity*
- ... *You can immediately save energy*
- ... *The low monthly investment makes better comfort affordable*
- ... *Lower your energy bills for the next 20 years*
- ... *Why not replace it before it breaks again?*

### Leave with...

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

### Your Instructor

His high energy, fast paced, entertaining style makes Chris Carlile the perfect choice to motivate any audience into taking action! As a territory sales manager Chris earned the National Top 10 Award for outstanding performance. Chris was twice appointed to the Board of Directors for one of the largest Home Builders Association in the United States. He was also honored as the Master of Ceremonies for multiple home builders' events and keynote speaker for dealer conferences. Chris was featured monthly as the HVAC industry expert for a Home Improvement Show on the largest reaching radio station in Dallas. His extensive knowledge will make you feel inspired and ready to take on the industry!

**800-515-0034**

**www.NoPressureSelling.com**