



# BUSINESS to BUSINESS

*“This class was very informative. It gave me the confidence to knock on doors and the ability to know what to say.”*

Alan F.  
Thomson, GA

## TESTIMONIALS

- ✓ **Sean J. (Carthage, NC):** This class is well worth the time. It has helped me be more organized and have a better proposal. It also is a great motivator and does a wonderful job of incorporating sales principles into the light commercial market.
- ✓ **Albert O. (Garner, NC):** This program will definitely help me close more sales. I have a better organized proposal and have the tools to show benefits and value.
- ✓ **Aggie K. (Raleigh, NC):** This class helped me to understand the interests and processes of evaluating commercial HVAC.
- ✓ **Roy C. (Roswell, GA):** This class changed my concept of light commercial sales. It's all about how to solve problems for the clients' benefit and how to create a maintenance agreement program.

*“I've got a sales plan now with numbers, statistics, and facts. No more shooting from the hip! It's the only way to approach commercial sales.”*

Sean Q.  
Tacoma, WA

- ✓ **Nick S. (Valley Park, MO):** The program gives our company a more structured process to follow for commercial selling, estimating and quoting.
- ✓ **Kerry M. (Garner, NC):** This program gave me lots of ideas and helpful information and will be a big part of the future growth of our company.
- ✓ **Kym B. (Broken Arrow, OK):** I would recommend this program. I have a more thorough presentation and estimate package as well as more confidence that my customers need what I'm offering.
- ✓ **Jason H. (Stockbridge, GA):** This class got me out of my comfort zone and let me practice real world scenarios. I learned how to better communicate benefits/value to customers instead of just listing features.

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