



Don't Sell ... C.A.R.E.™

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

Techs have an amazing opportunity to improve customer comfort

Why C.A.R.E.?

Techs are there when people with no A/C or heat are seriously thinking about comfort. The time homeowners are most anxious to solve future problems is immediately after a repair. Most people want to hear how to keep problems from happening again.

Why technicians resist selling

Service technicians with math, science and mechanical skills are in high demand. Techs must apply their knowledge of thermodynamics, psychometrics and other scientific principles to troubleshoot problems every day. Today's HVAC technicians have a lot on their plate, no wonder most resist selling. When you follow the C.A.R.E. process, you aren't selling – you're using new tools to troubleshoot problems and give customers choices.

Everyone Wins

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

- Service Agreements
- Duct repairs
- Accessories
- Replacement leads
- Replacement equipment

It's Troubleshooting, Not Selling

Most technicians can troubleshoot and solve 90% of air conditioning problems with a ...

- Voltmeter/Amprobe®
- Gauges
- Temperature analyzer

New Troubleshooting Tools

When you follow the C.A.R.E. process you will use these three tools to comfortably troubleshoot 90% of all questions, concerns or objections.

- Comfort Concerns List®
- Wheel of Value®
- Estimated Savings Chart

Techs learn by doing

Techs become more comfortable with new test equipment the more they use it. Students will practice using the Comfort Concerns List®, Wheel of Value® and Estimated Savings Chart. You will gain new skills and confidence in a fun, relaxed and supportive atmosphere.

Fax Completed Form to 602-216-2148 or email Register@NoPressureSelling.com

MORE INFORMATION: ☐ AVAILABLE CLASSES IN MY AREA ☐ AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS: Includes 2 days of training, comprehensive workbook, class materials, copyrighted tools, breakfast, snacks and lunch.

ATTENDEES

1. 2.
3. 4.

COMPANY

TM

EMAIL

PHONE

AUTHORIZED SIGNATURE

Don't Sell ... C.A.R.E.™

Most businesses fail because they have the wrong processes in place. Just two days of training will give you a simple, repeatable sales process that will help you understand your customers' concerns, match their comfort system to the benefits they seek, and close the sale!

The C.A.R.E. Process

CHOICE

Before replacing a fan motor on a 15-year-old unit, give customer a choice.

ASK

The best way to give choices is by asking the questions that allow customers to choose.

RECOMMEND

Customers expect you to recommend ways to solve the problems you find.

ENCOURAGE

Encourage each customer to do what's best for them.

Discover how to ...

- Ask key questions
- Listen to understand
- Build buyer's desire
- Design Ideal Comfort Solution®
- Show how to give benefits buyers want
- Discuss estimated energy savings
- Make closing the sale the natural conclusion

Leave C.A.R.E. With ...

- 2 Words that make buying customer's idea
- 2 Questions that eliminate 50% of all objections
- 3 Tools to deal with 90% of all objections
- 3 Rules for selling value instead of price
- 4 Benefits only you can provide
- Don't Sell, C.A.R.E.™ manual
- Career growth and new self-confidence

Set leads or sell equipment?

Should your 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 replacement sales presentation from start to finish.

Repair or Replace?

If given the opportunity -- some customers would pay you to replace a 2-year-old entry-level HVAC system because their home and family is not comfortable. Others will apply the \$650 for today's repair as the down payment for better comfort. Still others with working systems will gladly replace them to lower energy bills and carbon footprints. When you follow the C.A.R.E. process you will improve your customers' comfort, your company's sales and your career satisfaction.

Who should attend?

Service managers, service technicians, installation managers, dispatchers, sales managers and account managers.

(800) 515-0034

www.NoPressureSelling.com