



# SEEDS or LEADS

**DATES AVAILABLE NATIONWIDE  
CALL FOR DETAILS**

**A 3-day Course Designed to Increase Technician Confidence, Homeowner Satisfaction and Retail Opportunities**

Technicians are face to face with more customers every day than anyone else in your organization. There's nobody on your team that homeowners trust more than their technician.

The new Seeds or Leads program will give technicians the tools, skills, and confidence they need to generate leads with a process that is No Pressure<sup>®</sup> for both the technician and homeowner.

### Tech generated leads...

- ✓ Are less likely to shop
- ✓ Already know you
- ✓ Already know your technician
- ✓ Have a need
- ✓ Own their home
- ✓ Can probably get the money

100/35/15: You do the Math	
Calls/Day	5
Total Calls/Week	25
Total Calls/Month	100
Opportunities	50
Time to Listen	35
Significant Problems	30
Monthly Qualified Appointments	15

**EMAIL COMPLETED FORM TO: REGISTER@NOPRESSURESELLING.COM**



PLEASE SEND MORE INFORMATION:  AVAILABLE CLASSES IN MY AREA.  AVAILABLE CLASSES NATIONWIDE

INVESTMENT: INCLUDES 3-DAYS OF TRAINING, BREAKFAST, SNACKS AND LUNCH.

**ATTENDEES**

1.  2.

3.  4.

COMPANY  TM

EMAIL  PHONE

ADDRESS

CITY  STATE  ZIP CODE

VISA  M/C  AMEX

ACCT#  EXP

# WHAT WILL YOU LEARN AT **SEEDS or LEADS**

Most businesses fail because they have the wrong processes in place. Just three 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!

## Day 1: Owners, Managers & Dispatchers

### Focus on company culture

- ① Industry trends
- ① 3 keys to growth
- ① Tech lead vs. referral
- ① Becoming a retailer
- ① Culture of replacement
- ① Consumer financing
- ① Setting goals
- ① Driving Referrals

### Managing the process

- ① What is replacement opportunity?
- ① Managing expectations
- ① Establishing a team
- ① Defining roles
- ① Discretionary dispatching
- ① Follow-up timeline

### Implementation and execution

- ① Recognize
- ① One-Minute review
- ① Reward
- ① Follow-up timeline

## All New Tools



#### Service ticket template

Reduce "free" call-back repairs by documenting concerns correctly the first time



#### Automated Implementation Program

14 week follow-up program giving you best practices, easy to implement ideas, and video examples to ensure a steady flow of high-value quality leads long after graduation.



#### Tech tracking wall sheet

Because technicians already have built trust and rapport, the presentation moves quicker

## Days 2-3: Technicians & Selling Technicians

### Testimonial



Seeds or Leads helped raise my confidence and taught me how to ask a homeowner questions. I've needed this for years. -

Kevin D. (Omaha, NE)



### Culture of Replacement

- ① What is comfort?
- ① Technical side of comfort
- ① Repair vs. Replace

### Understanding our Customers

- ① What is comfort to a customer?
- ① Delighting Customers vs. Customer
- ① Satisfaction
- ① Giving our customers options

### Making the right recommendation

- ① Setting an appointment for Energy Replacement
- ① Consultant
- ① Accessories
- ① Planned maintenance

### Setting the appointment (*lead generating techs*)

- ① Based on what you said
- ① Addressing concerns:
  - "We're too busy"
  - "How much does this cost?"
  - "What would you do?"
  - "Can you give me a price?"
  - "Why does the visit take so long?"

### Goal Setting

- ① What will you do when you get home?



**(800)-515-0034**



**www.NoPressureSelling.com**