



# AMERICAN STANDARD ASSET

DATES AVAILABLE NATIONWIDE  
CALL FOR DETAILS

The ultimate sales training course designed specifically to sell American Standard comfort systems

## Skills, Tools, and Confidence!

Plan on leaving class completely energized with everything you need to make an immediate impact on your sales and your company's bottom line:

- ① Completely redesigned Proposal & Agreement make it easy to document your value, ask for the sale, & set yourself apart from the competition
- ② Tools to help offer your entire product line from entry level to premium solutions & close more sales
- ③ Exercises that help handle objections in any economy and help customers make the right decision today
- ④ Goal setting tools to make sure your limited resources are allocated properly, reducing wasted time and money
- ⑤ And much, much more...

## Time Tested Tools



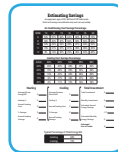
### Comfort Concerns List®

Learn to ask the right questions to discover your customers' needs and desires. Help your customers sell themselves.



### Wheel of Value®

Learn to lock out the competition with the 4 things your customers need and your competition can never provide.



### Estimated Energy Savings

An easy to use tool to show the advantage of high efficiency products

Fax or Email Completed Form to: (602) 216-2148 [register@nopressureselling.com](mailto:register@nopressureselling.com)



PLEASE SEND MORE INFORMATION:  AVAILABLE CLASSES IN MY AREA.  AVAILABLE CLASSES NATIONWIDE  
INCLUDES 4 DAYS OF TRAINING, COMPREHENSIVE WORKBOOK, LUNCH, AND SNACKS

**ATTENDEES**

1.  2.

3.  4.

COMPANY  TM

EMAIL  PHONE

ADDRESS

CITY  STATE  ZIP CODE

# WHAT WILL YOU LEARN AT **ASSET TRAINING**

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



## **No-Pressure Selling® Process**

This process is unlike any other. ASSET training will help you completely understand today's consumers and close more sales. You will learn to do all this by asking the right questions, listening effectively, and presenting the best possible solution. Manipulative tricks, and pressure closes simply will not work with today's consumers.

### **Discovering Opportunities**

- ⓪ Comfort Concerns List®
- ⓪ Pinpointing needs
- ⓪ Focus your survey on making your customers' lives better

### **Present Benefits**

- ⓪ Comfort system
- ⓪ Your unique solution

### **Gain Commitment**

- ⓪ Two magic questions®
- ⓪ Ask for the sale effectively

## **About the Instructor**



Your instructor won't let your class become boring. In fact you're in for a lot of fun! He is not only a master communicator and workshop leader with years of real-world hvac sales experience, he is also anxious to take you on a learning journey that will make your job less stressful and more financially rewarding.

## **No-Pressure Selling® Sales Call**

- ⓪ How to ask the right questions
- ⓪ How to build rapport
- ⓪ Physical comfort
- ⓪ Emotional comfort
- ⓪ Financial comfort
- ⓪ How to eliminate customers comfort issues

## **No-Pressure Selling® Presentation**

### **The Value of Your Company**

- ⓪ Build value around your company
- ⓪ Differentiate yourself from the competition

### **The Value of Your Installation**

- ⓪ How to build value around the job you perform
- ⓪ What you need to do that really "goes the extra mile"

### **The Value of American Standard**

- ⓪ How to build value with the products (brands) you sell
- ⓪ Present the unique benefits of the American Standard product line

### **The Value of Buying from You**

- ⓪ How to build value around yourself
- ⓪ Present the benefits of being a consultant, not a salesman
- ⓪ Show how buying from you is the ultimate unique benefit

## **Dealing With Objections**

### **What to do when you hear:**

- ⓪ "The price is too high"
- ⓪ "We're not in a hurry"
- ⓪ "We need another bid"
- ⓪ "We've found that cheaper somewhere else"
- ⓪ "We can't afford it"
- ⓪ "We need to think about it"
- ⓪ Class suggested objections

800.515.0034

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