



FOCUS ON FINANCING 2022

CALL FOR DATES & AVAILABILITY IN YOUR AREA

Financing make premium comfort affordable

Why offer financing?

According to a National Foundation of Credit Counseling survey; *Companies who don't offer a monthly payment option with every proposal could instantly eliminate more than half of all potential buyers.*

- Makes choosing you much easier
- Allows shoppers to be more comfortable today
- Buyers get lower energy bills for the next twenty years
- Energy savings reduces buyers monthly out-of-pocket cost
- More customers can afford to own their Ideal Comfort Solution®
- You get paid

Why attend FOF?

Focus on Financing is an interactive workshop designed to increase your replacement comfort system closing ratio and price. Leave FOF with the ...

- skills to confidently offer financing to every buyer
- process of mentioning financing during every step of the sale
- knowledge to build your cost to offer financing into the price

Financing closes sales

Most replacements are unplanned purchases. When consumers discover better comfort costs thousands of dollars it's not surprising to hear objections. Learn to quickly and confidently re-calculate monthly investment to help overcome objections;

- "I can't afford it"
- "We need another bid"
- "Your price is too high"
- "We need to think about it"

Sell "better comfort" replacements

Financing helps make comfort replacements happen. Home offices, aging population and Netflix are keeping more people indoors than ever before. When given a choice a growing number of your customers will upgrade their family's health and comfort now, if you offer monthly payments to make it affordable.

Who should attend?

Owners, managers, comfort consults, service mangers, territory managers.

Email completed registration to: Register@nopressureselling.com



DATE & LOCATION:

AVAILABLE CLASSES IN MY AREA

AVAILABLE CLASSES NATIONWIDE

INVESTMENT:

Includes one day of training, comprehensive workbook & lunch.

ATTENDEES

1.

2.

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