



NO PRESSURE SELLING®

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

Learn to ... *Sell the way your customers want to buy®.*

Amazing Opportunity

Today, a large number of homeowners will pay you to improve their family's health and comfort without waiting for a major component like a compressor to fail.

Grow Premium Sales

You will learn how to design each customer's Ideal Comfort Solution® and justify the price with amazing comfort and energy savings.

Eliminate Objections

At No Pressure Selling® you will learn how to;

- Eliminate lowball competitors
- Document the highest value
- Use exclusive tools to eliminate objections
- Close the sale on the 1st call

Receive Kitchen Table Ready Presentation

You will receive the exclusive No Pressure Selling® presentation manual. It's designed so you'll never get lost or forget what to say. Homeowners will love seeing what you are saying because it helps them learn quicker and buy faster.

Sales Process

Determines Business Profits

A price focused sales process breeds ruinous competition, lower margins and negative on-line reviews from buyers who expected more than they got.

Make Selling Fun

Almost everyone struggles with a sales process that tries to change their personality, values or beliefs. It's also easy for people to quit using a system that requires them to memorize manipulative scripts, play games or use pressure.

Why No Pressure Selling®?

When you follow the No Pressure Selling® process your customers will naturally be more comfortable. Comfortable customers make closing the sale the natural conclusion.

Get Results

After implementing the No Pressure Selling® process, expect your sales team to immediately improve their closing ratios, premium sales and 5-Star reviews.

Call 800-515-0034 or email register@NoPressureSelling.com

MORE INFORMATION:

AVAILABLE CLASSES IN MY AREA

AVAILABLE CLASSES NATIONWIDE

COURSE DETAILS:

2-day program includes; comprehensive workbook, presentation manual, extensive class materials, breakfast, snacks and lunch.

ATTENDEES

1.

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COMPANY

TM

EMAIL

PHONE

AUTHORIZED SIGNATURE

Call 800-515-0034 for additional information

www.NoPressureSelling.com

NO PRESSURE SELLING®

Selling is easy
when buying is
your customer's idea.

Sell the Way Your Customers Want to Buy®

The Key to Every Sale

The Comfort Concerns List® holds the key to every sale! The information it contains helps buyers to design their Ideal Comfort Solution® and makes closing the sales their idea. Reviewing the Comfort Concerns List® when a sale is lost can tell you immediately what went wrong and how to fix it.

Management Tools

Your ability to manage the replacement sales process improves the moment your sales team starts following the No Pressure Selling® process. Routinely reviewing the 3 steps in the No Pressure Selling® process is the foundation for long-term sales success.

No Pressure Selling® Manual

The workbook is designed to make learning the No Pressure Selling® process fun, easy and lasting. Page titles include ...

- What Your Customers Really Want
- Building Trust
- Asking the Right Questions
- Listening is Selling™
- Home Comfort Survey
- Ductless Comfort Opportunities
- Wheel of Value® Presentation
- Offering Financing
- Estimated Savings
- Gaining Commitment
- Overcoming objections

Practice New Skills

You must actively practice new skills to make them habits. You will have opportunities to use your new skills and receive beneficial feedback from your instructor and peers. You will leave with the skills, tools and confidence to help your customers improve their lives with better comfort.

Agenda

Day One

Learning No Pressure Selling®

- Discover opportunities
- Design Ideal Comfort Solution®
- Present Wheel of Value®
- Tell buyers about your irreplaceable benefits
- Show how benefits outweigh the price
- Explain why problems are not solved by equipment alone
- Provide the Greatest Peace of Mind®
- Gain commitment

Day Two

Making new skills last

Students will use the Comfort Concerns List® and their Wheel of Value® and Estimated Out-of-Pocket™ to ...

- Eliminate price objections
- Conquer comparison concerns
- Reduce hesitation
- Document affordability
- Enhance self confidence

Learn how to use ...

- 2 Magic Questions to eliminate most objections
- 2 words that allow buyers to sell themselves
- 4 D's to make closing comfortable
- Questions to discover opportunities
- Empathy to build trust
- Listening to close sales

Who should attend?

Owners, comfort consultants, technicians, sales manager, CSRs, territory managers.

800-515-0034

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