



TM Boot Camp

Course One

Dealer Sales Improvement

DATES AVAILABLE NATIONWIDE
CALL FOR DETAILS

Your success is determined by your dealers' sales

Point of the Spear

As a territory manager, you have an important responsibility. Thousands of people are relying on you to make sales happen. What makes your job especially hard is the fact that 100% of your sales success is determined by your dealers' sales abilities.

Unlimited Opportunities

There is a large and growing number of HVAC contractors anxious to work with someone who can help them profitably grow sales. After TM Boot Camp you will have a process, skills and confidence to help any size dealer continuously grow sales, margins and customer satisfaction.

Improved Sales

The #1 reason contractors change distributors is to get a better TM. Be that better TM. It would cost your dealers a lot of money to hire a consultant to teach them how to close more sales. After TM Boot Camp you will have the ability to help your dealers achieve lasting sales success ... and it won't cost them a penny!

Build Lasting Loyalty

Reciprocity is one of the most important social norms governing human behavior. The more you help your dealers grow their sales, the more loyalty you inspire.

The Best Investment

Teaching your dealers the best way to sell your products can be your best investment.

Sales Process Determines Sales

A low-price process produces ruinous competition, lower margins and negative reviews from buyers who expected more than they got. When your dealers follow the No Pressure Selling® process, they create an atmosphere that makes buying premium comfort easy and closing the sale the customer's idea.

Proven

For over 30 years No Pressure Selling® has taught Territory Managers and HVAC dealers the right process to consistently grow equipment and accessory sales in any economy.

TM Boot Camp

Territory Manager Boot Camp is a comprehensive dealer development program designed to significantly improve HVAC distributor replacement sales and margins. Core courses include:

- Dealer Sales Improvement
- Dealer Acquisition
- Dealer Business Development

After TM Boot Camp, expect to significantly grow your market share, mix-shift, dealer loyalty and career satisfaction.

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

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

COURSE DETAILS: Includes 2-day course, comprehensive workbook, tools and materials, breakfast, snacks and lunch.

ATTENDEES	1.	<input type="text"/>	2.	<input type="text"/>
	3.	<input type="text"/>	4.	<input type="text"/>
	COMPANY <input type="text"/>		TM	<input type="text"/>
EMAIL <input type="text"/>		PHONE	<input type="text"/>	
AUTHORIZED SIGNATURE <input type="text"/>				

TM Boot Camp

The #1 job in 2-step distribution is helping your dealers improve sales.

Pathway to Profits

Nothing affects the bottom-line like the top-line. The fastest way to help you and your dealers boost the bottom-line is selling high-margin premium comfort equipment and accessories.

Profits are made on equipment not labor

Your dealers' profits soar because it takes the same overhead to install premium comfort as it does basic heating and air.

	Typical	Premium
Sales Price	\$5,000	\$10,000
Overhead	\$1,500	\$1,500
Job Cost	\$3,250	\$6,500
Net Profit	\$250	\$2,000

When you routinely review the No Pressure Selling® process with your dealers they will naturally sell more high margin premium comfort solutions.

Discover Opportunities for Improvement

Do your dealers ...

- Ask good questions?
- Take great notes?
- Let buyers design their Ideal Comfort Solution®?
- Document the Greatest Peace of Mind®?
- Confidently handle 95% of objection?
- Get rewarded with referrals and 5-Star reviews?

Gain New Skills

At TM Boot Camp you will have opportunities to practice the skills you will use to help improve your dealers' sales skills. What makes this experience so powerful is the constructive feedback you'll receive from your instructor and peers. You will leave with everything you'll need to help both you and your dealers achieve lasting sales success.

Boost Your Career

Loyal dealers, high margins, and growing market share are the key ingredients in the territory manager formula for success.

Who should attend?

Territory managers, sales managers, regional managers and leadership.

Agenda

Dealer Sales Improvement

Learn how to help your dealers ...

- Increase closing ratios (share)
- Improve premium sales (mix-shift)
- Build lasting dealer loyalty (priceless)
- Design buyer's Ideal Comfort Solution®
- Eliminate competition with their Wheel of Value®
- Use financing to close more sales
- Sell the way your customers want to buy®

TM Boot Camp Courses

2-Day Dealer Business Development

Learn how to ...

- Design a Dealer Development Plan
- Use dealer P&L to measure performance
- Increase mild-weather cash flow
- Reduce unapplied labor
- Improve dealers' bottom-line
- Double dealers' net by adding a comfort consultant
- Role-play opportunities for improvement with your dealers

2-Day Dealer Acquisition

Learn how to ...

- Pinpoint the best future dealers
- Discover dealers' unique desires
- Present their Ideal Solution™
- Document your value in dollars and cents
- Use tools to comfortably handle objections
- Develop an onboarding plan
- Role play dealer acquisition conversations

(800) 515-0034

www.NoPressureSelling.com