

How Would You Like To **RECESSION** **PROOF** Your HVAC/R Business?

For the Serious HVAC/R Service Professional —

**HOW TO
SELL MORE
RESIDENTIAL HVAC/R
REPLACEMENT EQUIPMENT
AT HIGHER PRICES**

Los Angeles, CA

Fri. & Sat. May 8-9, 1992
Holiday Inn International Airport
9901 La Cienega Blvd
(310) 649-5151

BNP Business News Publishing Company
Seminar Division
P. O. Box 2600
Troy, Michigan 48007

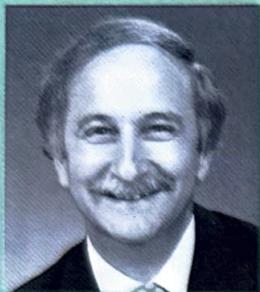
Publishers of

The Air Conditioning, Heating and Refrigeration
NEWS

**Refrigeration SERVICE
& CONTRACTING** **ENGINEERED
SYSTEMS**

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YOUR SEMINAR LEADER:



Steve Howard
Renowned HVAC/R
Industry Expert

Through his writing, seminars and audio tape programs, Steve Howard has become one of the best known leaders in the HVAC/R industry. His insight comes from more than 20 years of front line experience and extensive research. He has held marketing and management positions with a large Trane franchise, Carrier Corporation, and Natkin Service Company.

Steve is the author of *"Secrets to Selling Service," "50 Low Cost Ways to Acquire New Customers," "The Peak Performance Commercial Service Agreement Program,"* and numerous other programs. Steve also writes a regular column in *The Air Conditioning, Heating & Refrigeration News*, the industry's leading weekly magazine.

Here is what people who have attended Steve Howard's seminars are saying:

"The material was presented in a way that was easy for everyone to understand."

"Steve is thoroughly knowledgeable. He obviously knows the industry well, and he relates to problems with logical solutions."

"The most interesting seminar I have ever attended."

REGISTER TODAY!

HERE'S HOW YOU WILL BENEFIT BY
ATTENDING THIS POWERFUL SEMINAR:

Conduct Sales Presentations Like a PRO

Learn to better prepare yourself for a sales presentation

Involve the customer in every part of the sales presentation

Reduce your customers' perceived risks and show a return on investment

Make your sales presentation based on value rather than price

Ask the right questions

Gain Your Customers' Support

Educate your customers so that they can make informed decisions

Create an interest in the system you are proposing

Provide customers with options and alternatives

Establish the value of the system before discussing price

Dramatically Improve Your Closing Ratio

Find out the top 3 reasons why most HVAC/R sales are lost — and how to avoid these costly mistakes

Discover 20 ways to handle the price objection — and many other objections your customers may have

Hear real-life examples of closes from an expert

Learn what to do if you don't close the sale on the first call

Learn Proper Pricing Techniques

Learn the Golden Price Rule

Know when (and when not) to offer discounts and price advantages

Become familiar with various financing options that you can offer to your customers

Write Winning Proposals

Choose the best format for your proposals for a professional look

Use your proposal to create more value than your competition

Customize your proposals to meet your customers' needs

Get each proposal safely into the customer's hands

Get the customer to agree with the proposal and accept your offer

Follow Up Effectively

Know what to do once the sale is closed

Learn the difference between being pushy and being persistent

Ask for and obtain referral business from every satisfied customer

Gear your Business Toward Becoming More Customer- (and More Profit-) Oriented

Train your service technicians to be effective sales professionals

Enlist the enthusiastic support of your entire organization

Promote the theme that the customer is number one

Advertise to Help Your Business Prosper and Grow

Learn low cost ways to acquire new customers

Determine your target market

Create advertising that gets you qualified leads

Space is limited!

To register for this incredible, 2-day seminar,

Call Toll-Free

1-800-837-7370

OR FAX:

313-362-0317

Reference Material

Each seminar participant will receive a copy of Steve Howard's manual, *"How to Sell More Residential HVAC/R Replacement Equipment at Higher Prices."* This manual follows the seminar from start to finish, with ample space for note-taking. A great way to take this seminar back to the office with you! A \$49.00 value!

Can you confidently answer yes to the following questions:

1. Are you making enough money to fuel the growth of your business?
2. Do you know the difference between selling a customized system and selling replacement equipment?
3. Do you involve your customer in every part of the sales presentation?
4. Are your service technicians producing revenue even during the slowest times of the year?
5. Do you know how to provide twice the value of the price?
6. Do you advertise enough? Is your advertising effective?
7. Do you know the top three reasons why the majority of HVAC/R sales are lost?
8. Do you know what a person's home/belongings can tell you about the type of system they are looking for?
9. Do you know what percentage of consumers make choices based on personal recommendations?
10. Are you familiar with the various types of service agreements you could — and should — be offering to your customers?

The successful survival of your business could depend upon your answers to these questions. If you answered no to three or more questions, you need to attend this seminar! Register now!

Register 3 or more people from the same company and pay only \$250 per person!

3 WAYS TO REGISTER:

- 1) **By phone:** Call 1-800-837-7370 or (313)362-3700
- 2) **By mail:** Return the registration form below to:
Business News Publishing Company
Seminar Division
P. O. Box 2600, Troy, MI 48007
- 3) **By FAX:** Send your registration form via FAX to (313)362-0317

SATISFACTION GUARANTEED OR YOUR MONEY BACK

YES! Please register me and the following participants for "How to Sell More Residential HVAC/R Replacement Equipment at Higher Prices."

NAME _____
NAME _____
NAME _____
NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
TELEPHONE (_____) _____

Send this form with payment to: **Business News Publishing Company**
P. O. Box 2600, Troy, Michigan 48007
Phone: 1-800-837-7370 OR (313)362-3700
FAX: (313)362-0317

Charge to: Visa MasterCard AmEx
Card # _____
Exp. Date _____
Signature _____

REGISTRATION INFORMATION:

You must return the registration form with payment to register for this seminar. Payment is required by seminar date.

Visa, MasterCard and American Express are accepted. Make check payable to: Business News Publishing Company.

Seminar fee is \$295 (US funds) and includes tuition, reference materials, refreshments and lunch. If you register 3 or more people from the same company, seminar fee is \$250 per person (a savings of \$45 per person). Registrations are accepted in the order in which they are received. Paid registrations are guaranteed a confirmed enrollment. Cancellations not refundable within one week of seminar date. If you cannot attend, you may send another person in your place, or arrange to attend in a different location.

Hotel reservations are to be made individually (hotel phone numbers provided below). Be sure to mention Business News Publishing Company to receive the special corporate rate.

SEMINAR SCHEDULE

8:30 - 9:00 AM — Registration sign-in (continental breakfast served)

9:00 - 4:00 PM — Seminar hours

12:00 - 1:00 PM — Lunch served for all seminar attendants

There will be two coffee breaks each day.

\$295 per person

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HOW TO SELL MORE



RESIDENTIAL HVAC/R REPLACEMENT EQUIPMENT AT HIGHER PRICES

Here's How You Will Benefit By Attending This Exceptional Two-Day Seminar:

- Dramatically improve your closing ratio — and your gross margin
- Easily handle the price objection — and any other objections the customer might have
- Be aware of the top three reasons why most HVAC/R sales are lost — and avoid costly mistakes
- Learn no cost/low cost ways to acquire new customers
- Know the right questions to ask — to build rapport, to get information, to educate the customer, to close the sale
- Write winning sales proposals — that are accepted the first time
- Learn to focus on the 3 things your competition can't offer
- Conduct sales presentations like a PRO — and close more sales than ever before!

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Presented by:

BND Business News Publishing

Publisher of

The Air Conditioning, Heating and Refrigeration News