

# What will You gain from Trane Boot Camp?

- The most powerful HVAC sales training ever presented
- Sales tools that assure sales
- A blockbuster sales presentation
- A lead generation plan that works
- Skills to enhance job profitability
- Profit producing ideas from the best Trane dealers in North America
- A proven way to sell the benefits of Trane
- Skyrocket sales **without using high pressure**
- A program your non-Trane competitors wished they had
- Proven techniques to **overcome all common objections** and close more high efficiency replacement sales on the first call
- Proven ways to consistently beat competitors "low ball" prices

**Boot Camp Gives You  
A Short Cut to Success!**

*No where else can you increase your sales, profits and self confidence in such a short period of time . . . and feel comfortable while you are doing it!*

John Roelle  
Andros Refrigeration, Inc.



- Your own customized sales materials to **prove you offer the most value**
- The most comprehensive, HVAC sales manual/resource guide ever written!
- Personal instruction from Steve Howard, the industry's leading sales trainer
- A sales goal setting/tracking system that alone can add 10% to yearly sales
- A video tape of your final presentation from which to measure your growth
- You'll get charged and ready to **sell more Trane high efficiency equipment!**

# Boot Camp Information

## Is Boot Camp a good investment?

It can be the best investment you ever make! One to two additional Trane high efficiency sales per year will pay for this training — after Boot Camp, two additional sales per week are common! The information you receive from Boot Camp can be worth hundreds or thousands of dollars over the life of your hvac sales career. You'll learn to close sales through a simple, proven process, not lose sales due to lack of awareness or bad habits.

## Who should attend? Why?

**HVAC sales veterans.** Learn and practice the most up-to-date ways to sell Trane high efficiency equipment on value — instead of price.

**New sales consultants.** This information is mandatory. The profits you lost from the sales you didn't make last week may have paid for Boot Camp.

**Service technicians.** Your technicians will return with the confidence and skills required to help their customers enjoy owning the benefits of a Trane high efficiency comfort system. Many firms can double their replacement sales when their technicians attend Boot Camp.

## Why is Boot Camp in Phoenix?

You must get away from the phones, pagers and daily interruptions in order to focus on developing skills you will use for the rest of your life. Being away from home allows you to successfully complete the rightly assignment and focus 100% of your attention on reaching a new peak in professional competence and personal confidence. Your costs may be reduced by sending two or more participants and sharing a hotel room (you'll also receive a discount on each additional participant). Also, Phoenix offers wonderful weather, so your stay will be pleasant!

## Why is class size limited to 15 participants?

With more than 15 people, there is not enough time for personalized role playing, one-on-one instruction, open discussion and sharing of ideas. Building on previous material and personalized role-playing are the fastest, most effective ways to develop and retain new sales skills. You'll learn how other Trane dealers make their sales presentations and overcome the same objections you hear everyday. With this hands-on, learn by doing program, a small group setting is vital in helping you develop new skills and high self confidence.

## Are co-op funds available?

Boot Camp may be eligible for Trane distributor CO-OP funds. Ask your distributor.

## Why should I act now?

Due to small class size and limited dates, Boot Camp can only accommodate a fraction of the Trane dealers who can benefit from this program. Registration is on a first come basis.

## How can I benefit immediately?

Within two weeks of sending your registration fee, you'll receive complete instructions for developing a sales tool which will help you even before attending Boot Camp. In the same package, you'll also receive a confirmation notice, Trane Boot Camp program outline, materials to bring to Phoenix and a list of all the books, tapes and materials that are included in the price of Trane Boot Camp.

## How do we get there?

Phoenix is easily reached by air and is served by all major airlines. America West, our official airline, offers a discount when you book your Boot Camp trip on America West and use Tour Code #17871CD. Call your travel agent or America West for details.

## Don't Be Left Out of Additional Sales and Profits!

Send your check and registration today. Answers to your questions are a phone call away (602) 973-0999.

*The principles really work! On my very first presentation I overcame a \$1,000 objection. The simple strategy of recapping is the basis for success. In my first month out of Camp, I've sold over \$50,000 in equipment.*

Thomas Diab  
Parker & Sons Air Conditioning & Heating  
Sun City, AZ

*When I found out about Boot Camp, my first thought was, can I afford to take off and go all the way to Arizona? The class was so much more than I had expected, it taught me how to sell the system the people really want. The first call, I was \$1,100 higher than the closest bid and I got it. On the second call, I got a \$7,100 job. We're booked for almost three weeks and this is normally my slow time. Stay at the hotel and plan to have homework each night. I could have never learned what I did if I was trying to run my business at the same time. You get out of it what you put in it. Boot Camp was the best investment that I could have made.*

Ed Broerman  
Ed's Heating & Cooling  
New Carlisle, OH

*After Dawn and I returned from Trane Boot Camp, our average replacement system sales price has increased 38%. Last year we bought \$65,000 worth of equipment from Mid-Way Supply. In the first six months of this year we've bought over \$81,000. Dawn, who never sold replacement equipment before Boot Camp, now has a closing ratio of over 60%. 90% of the equipment she sells is XL1200s with XL80 or XV80s. I've been to all the seminars, Boot Camp is the best. If you don't do it the Boot Camp way, don't bother getting out of the car.*

Ron Geminn  
Ron's Heating and Air Conditioning  
Gilberts, IL

**BOOT CAMP LOCATION**  
Radisson Tempe Mission Palms  
60 E. 5th Street, Tempe, AZ

Everything, including Arizona State University, is within walking distance. They offer courtesy transportation to and from Sky Harbor International Airport.

A block of rooms is held under "Trane Boot Camp" until two weeks prior to Camp. Reservations after this date are "space available". Call (800) 547-8705 or (602) 894-1400 for reservations and hotel information.

### Room Rates

August	\$ 59 (low season)
September	\$ 80
Oct. - Dec.	\$ 99
Jan. - April	\$110

Single or double occupancy,  
plus taxes.

### Time

Boot Camp starts at 8:00 a.m. the first day and ends at 4:00 p.m. on the final day.

### Dress

Dress is casual. Shorts and tee shirts okay. Pack light or bring an extra bag to carry your Boot Camp materials home.



Senior  
Boot Camp  
Instructor

Steve Howard is the best known sales trainer in the HVAC industry today. Until reducing his travel schedule, he presented over 100 sales seminars per year throughout North America. Steve's background includes positions as a service manager for a large Trane franchise, marketing representative for the Carrier Corporation, sales engineer with Natkin Service Company and vice president of an engineering firm specializing in energy issues. From his technical, sales and training experience, Steve has developed the most effective replacement sales course ever available.

If you read Steve's column in the Air Conditioning News, you have an idea of some of the powerful information that awaits you at Boot Camp.

# SPACE IS LIMITED — REGISTER NOW!

## Three Easy Ways to Register:

1. Phone: (602) 973-0999
2. FAX: (602) 973-5547
3. Mail: The ACT Group, Inc., ATTN: Boot Camp Liaison  
3107 W. Sierra Vista, Phoenix AZ 85017

## BOOT CAMP FEE INCLUDES

Four day Trane Boot Camp ■ \$366 in materials ■ Video tape of your final presentation ■ Continental breakfasts ■ Refreshment breaks ■ Lunches. Total Boot Camp fee is only \$995. Space is limited to 15 participants. Hotel and travel accommodations are not included.

Due to small class size, registrations are accepted in the order in which they are received. Paid registrations are guaranteed a confirmed enrollment. Cancellations are refundable within two weeks of Boot Camp. If you cannot attend, you may send another person in your place or arrange to attend at a different date.

✓ Deduct \$50 per participant if registering more than one person from your company for the same Boot Camp.

## BOOT CAMP CALENDAR

1994	October 19-22	1995	Feb. 27 - Mar. 2
August 17-20	November 16-19	January 11-14	March 15-18
September 7-10	Nov. 28 - Dec. 1	January 16-19	March 20-23
September 21-24	December 7-10	February 22-25	April 19-22

(Don't be left out, send this form with your payment now)

## TRANE BOOT CAMP REGISTRATION

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

A check for \$\_\_\_\_\_ is enclosed.

Send to: The ACT Group, Inc. \_\_\_\_\_ Date(s) Requested \_\_\_\_\_  
3107 W. Sierra Vista  
Phoenix, AZ 85017 X \_\_\_\_\_  
(602) 973-0999

Trane Sales Rep's Name \_\_\_\_\_

# Boot Camp Can Help YOU, Too!

✓ On my first call back, I sold a job for \$1,200 more than a sharp, well known local company. Boot Camp crystallized the sequence of the sales call, taught me to build benefits and gave me the confidence to sell against price.

✓ Michael Chavis  
Hazen's  
✓ Sacramento, CA

✓ After Troy and Jeff got back from Boot Camp, the results have been phenomenal. Both were great installers but new to sales. Boot Camp taught them the psychology of selling and helped get rid of pre-conceived notions. Together they will sell 150, XL1200s. Each is on track to sell well over \$600,000 in replacement equipment this year.

✓ Duane Horst  
Overcashier & Horst  
✓ Sylvania, OH

✓ Powerful stuff! I've flat closed all sales I tried on upgrade equipment. If I go against someone who does not have this training, I win.

✓ Steve Rogers  
A/C Maintenance  
✓ Tucson, AZ

I'm glad Boot Camp was in Phoenix. If you're close to home, interruptions will break your concentration. I learned so much in four days that the one-day quick-stuff no longer interests me. Every time I watch the video tape, it reminds me of things I should be doing. Even better than the tape was watching the other presentations and seeing the good ideas everyone had.

Collin Kleinsasser  
Kleinsasser Heating and Cooling, Inc.  
Freeman, SD

✓ I have a system I never had before. Boot Camp is the best thing I ever attended.

✓ Phil Lindstrom  
Brier Electric & Heating Co., Inc.  
✓ Rolling Meadows, IL

I've been selling hvac replacement equipment full-time since 1980. After Boot Camp, my closing ratio doubled and the average net job profit increased over 20%. I owe my presentation to the Boot Camp material, the interaction and being able to learn from everyone's else's presentation. Besides increasing my career, Boot Camp was a lot of fun!

Ron Yetter  
Dave's Refrigeration  
Phoenix, AZ

When I got back from Boot Camp, I closed 17 out of the first 20 sales — first one was a \$30,000 sale. ✓

Orlando Miraldi  
Enterprise HVAC  
Elgin, IL

This is the most valuable sales training I've ever attended. With the Boot Camp information we now maintain 2 installation crews during our slow season and we've more than doubled our high efficiency equipment sales. If you do it the way Steve says to do it, it works.

Pat Powell  
Scottco Service Co.  
Amarillo, Texas

After Boot Camp we started having "magic Mondays", where we closed 70% of what we went out on. Trane Boot Camp works! It's a professional sales course designed for selling Trane replacement equipment, it uses our terminology and relates to our customers. Boot Camp will exceed your expectations.

Greg Schillianskey  
All Year Heating & A/C  
Sacramento, CA

Boot Camp taught me how to compete against "low-bidders", I sold \$35,000 in equipment the first week back. ✓

Ron Magrini  
Four Seasons Air Conditioning  
McHenry, IL

The ACT Group, Inc.  
3107 W. Sierra Vista  
Phoenix AZ 85017

