

Skills, Tools, and Confidence!

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Plan on leaving class completely energized with everything you need to make an immediate impact on your sales and your company's bottom line:

- O Completely redesigned Proposal & Agreement make it easy to document your value, ask for the sale, & set yourself apart from the competition
- Tools to help offer your entire product line from entry level to premium solutions & close more sales
- O Exercises that help handle objections in any economy and help customers make the right decision today
- O Goal setting tools to make sure your limited resources are allocated properly, reducing wasted time and money
- O And much, much more...

Time Tested Tools

Comfort Concerns®	
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Comfort Concerns List[©]

Learn to ask the right questions to discover your customers' needs and desires. Help your customers sell themselves.

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Wheel of Value[©]

Learn to lock out the competition with the 4 things your customers need, & your competition can never provide.

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Estimated Energy Savings[©]

An easy to use tool to show the advantage of high efficiency products



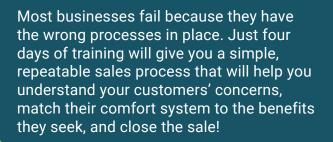
EMAIL COMPLETED FORM TO: REGISTER@NOPRESSURESELLING.COM

PLEASE SEND MORE INFORMATION: () AVAILABLE CLASSES IN MY AREA. INCLUDES 4-DAYS OF TRAINING, BREAKFAST, SNACKS AND LUNCH. **INVESTMENT:**

AVAILABLE CLASSES NATIONWIDE

	1.			2.	
ATTENDEES	3.			4.	
COMPANY				ТМ	
EMAIL				PHONE	
ADDRESS					
CITY			STATE		ZIP CODE
VISA	◯ M/C				
ACCT#		EXP			www.TraneBootCamp.com

WHAT WILL YOU LEARN AT TRANE BOOT CAMP





No-Pressure Selling® Process

This process is unlike any other. Boot Camp training will help you completely understand today's consumers and close more sales. You will learn to do all this by asking the right questions, listening effectively, and presenting the best possible solution. Manipulative tricks, and pressure closes simply will not work with today's consumers.

Discovering Opportunities

- O Comfort Concerns List[®]
- O Pinpointing needs
- Focus your survey on making your customers' lives better

Present Benefits

- O Comfort system
- O Your unique solution

Gain Commitment

- O Two magic questions[®]
- O Ask for the sale effectively

About our Instructors

Our team of professional seminar leaders has more than 200 years of combined sales experience. Each has spent time in the field effectively implementing the NPS process in the real-world.



Participants appreciate our instructors' dedication to creating a fun, but challenging, learning environment that consistently delivers long-term results.



www.TraneBootCamp.com

No-Pressure Selling® Sales Call

- How to ask the right questions
- Sectional Comfort
- ③ Financial comfort
- O How to build rapport
- O Physical comfort
- How to eliminate customers comfort issues

No-Pressure Selling® Presentation

The Value of Your Company

- O Build value around your company
- Differentiate yourself from the competition

The Value of Your Installation

- How to build value around the job you perform
- O What you need to do that really "goes the extra mile"

The Value of Trane

- O How to build value with the products (brands) you sell
- O Present the unique benefits of the Trane product line

The Value of Buying from You

- O How to build value around yourself
- O Present the benefits of being a consultant, not a salesman
- Show how buying from you is the ultimate unique benefit

Dealing With Objections

What to do when you hear:

- "The price is too high"
- We're not in a hurry"
- ③ "We need another bid"
- O Class suggested

We can't afford it"

We need to think about it

- We've found that cheaper somewhere else"
- objections