



# ASSET TRAINING 2015

DATES AVAILABLE  
NATIONWIDE  
Call for Details

Find Out  
More!



The ultimate sales training course designed specifically to sell high-margin American Standard comfort systems

## All New Tools!

The latest addition to our time-tested process is the "Selling Through Tough Times" kit. These materials help you overcome obstacles to your sales success:

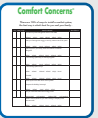
- ✓ Completely redesigned Proposal & Agreement make it easy to document your value, ask for the sale, & set yourself apart from the competition
- ✓ Tools to help offer your entire product line from entry level to premium solutions & close more sales
- ✓ Exercises that help handle objections in any economy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



## Time Tested Tools

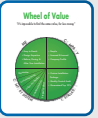
### Comfort Concerns List®

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



### Wheel of Value®

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



### Estimated Energy Savings®

An easy to use tool to show the advantage of highefficiency products



Fax Completed Form To (602)-216-2148

Please send more information:

Available classes in my area.

Available classes nationwide

Attendees:

1.

3.

2.

4.

Company:

TM:

Email:

Phone:

Address:

City:

State:

ZIP Code:

[www.ASSETtraining.com](http://www.ASSETtraining.com)

# WHAT WILL YOU LEARN AT ASSET TRAINING



Most businesses fail because they have the wrong **processes** in place. Just four days of training will give you a simple, repeatable sales **process** that will help you understand your customers' concerns, match their comfort system to the benefits they seek, and close the sale!

## No-Pressure Selling® Process

This process is unlike any other. Asset 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

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

### Present Benefits

- ✓ Comfort system
- ✓ Your unique solution

### Gain Commitment

- ✓ Two magic questions®
- ✓ 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.

## No-Pressure Selling® Sales Call

- ✓ How to build rapport
- ✓ How to ask the right questions
- ✓ How to eliminate customers comfort issues
- ✓ Physical comfort
- ✓ Emotional comfort
- ✓ Financial comfort

## No-Pressure Selling® Presentation

### The Value of Your Company

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

### The Value of Your Installation

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

### The Value of American Standard

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

### The Value of Buying from You

- ✓ How to build value around yourself
- ✓ 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"
- ✓ "We need another bid"
- ✓ "We've found that cheaper somewhere else"
- ✓ "We can't afford it"
- ✓ "We need to think about it"
- ✓ Class suggested objections

THE **ACT** GROUP INC.  
Increased Profits Through Knowledge™



(800)-515-0034



[www.ASSETtraining.com](http://www.ASSETtraining.com)