



Airflow Testing & Diagnostics Implementation Workshop

Learn to implement Airflow Testing & Diagnostics in your business & add more than \$2,000 to each installation by selling Air Upgrades.

How would you like to increase your success rate with regard to performance testing and system improvement sales? You can by learning how to sell and deliver air upgrades. This is a service that will separate you from competitors and provide your customers significantly improved comfort, health, and energy efficiency while safeguarding their equipment – all with a minimal investment in new tools you already own.

This two-day workshop provides a roadmap to help you turn airflow testing and diagnostics into profitable air upgrade sales by focusing on three key areas:

Air Upgrade Product Delivery - Learn how to deliver a residential air upgrade:

- Air system design
- What materials and tools are needed
- How to measure and track air system performance

The Sales Approach will take you through how to help your customers buy an air upgrade. You'll learn how to:

- Use NCI's flat rate Air Upgrade pricing calculator
- Prescribe your scope of work for the repairs
- Use NCI's proven step-by-step sales process
- Measure and track sales performance

Lead Generation involves your entire team, including your service/maintenance crew, CSRs, dispatchers and salespeople. Here we will cover:

- How to identify the "ideal" customer
- Why lead generation strategies are so important
- The secret to positive customer communications
- How to get referrals and gather testimonials
- Lead generation performance measurement and tracking



Courses Qualify for
NATE, BPI & Most
State CEUs



Residential Airflow Testing and Diagnostics

Benefits:

- Design and build better installations that differentiate you from competitors by vastly improving customer comfort, IAQ, and energy efficiency
- Solve customer pain spots: long-term hidden problems that no one else has found or corrected
- Reduce customer complaints and callbacks and subsequently improve your customer retention
- Create happier customers that leads to creating a great referral and review source
- Provide your customers with measureable results that they can easily understand
- Safeguard customer equipment from the ill-effects of low air flow
- Weatherproof your business with year-round, profitable work
- Earn higher margins per installation – 90% of renovation revenue stays with your company
- Lower your labor rate. Air Upgrade renovations usually don't require your installers. Entry level renovators can keep your costs down.



Deliver high quality repair, maintenance and installation services, and produce professional reports and documentation using ComfortMaxx™ Air*, to differentiate your company from your competition!

* **ComfortMaxx Air™ is NCI's cloud-based design software that is free to members (a \$95/month value)**

Agenda:

Day 1 – The Air Upgrade Implementation Process

- Welcome and Introductions
- The Air Upgrade Approach
- Ensuring Implementation Success
- Step 1: Product Delivery
- Step 2: Sales Approach
- Step 3: Lead Generation

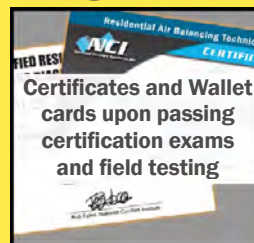
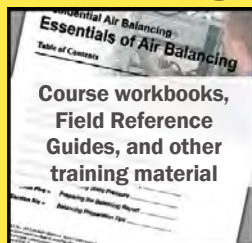
Day 2 – Creating the Implementation Plan

- Product Delivery Implementation
- Sales Implementation
- Lead Generation Implementation
- Get Full Team Engagement
- Team Performance Metrics
- Finalize Your Plan

“NCI's HVAC System Performance Training is one-of-a-kind! We need to stop focusing on the box and look at the system as a whole.”

Juan Cardona,
Technical Service
Manager, Virginia Air

NCI's Training & Certification Packages Include:



Register now and discover the Performance-Based Contracting™ Difference!

Implementation

Who Should Attend?

- Contracting business owners
- Service managers
- Installation managers
- Sales managers



NCI's Implementation Workshop combines the best of the traditional NCI Encouragement Sales Process with our system performance and system diagnostics testing to create a method that professional HVAC service companies can use to differentiate their company and grow their businesses profitably.

To find out more or to register for a workshop, call 800-633-7058.

Frequently Asked Questions

Q: Are there any pre- or post-training tools or requirements?

While there are no pre-requisites it's highly recommended that students attend NCI's Residential HVAC System Performance or NCI's one-day Airflow Testing & Diagnostics training beforehand.

Q: What are the start and end times of the class and is lunch included?

The typical NCI training day is 8:00 am to 5:00 pm. Light refreshments and lunch are included.

Who is NCI?

NCI (National Comfort Institute) is the world leader in HVAC System Performance training and Air Balancing. We created the industry's best practices, processes, and forms and have been teaching them for more than two decades!

What makes NCI's approach different? We show you how to thoroughly test and diagnose the system using practical, easy-to-follow methods so you'll know exactly what to do to provide your customers with optimum comfort, indoor air quality, and energy efficiency.

NCI coined the phrase "Performance-Based Contracting™", a unique approach to managing a contracting business through accountability and measurable results. During the past two decades, NCI has trained and certified more than 25,000 HVAC industry professionals.

For more information about NCI, please call **800-633-7058** or visit www.nationalcomfortinstitute.com.



"Just when I was becoming disenchanted with my industry, NCI opened my eyes to a new way, with performance-based outcomes, and I haven't looked back since."

David Coziahr, Owner, Coziahr Heating & AC

"I use this training to better help customers decide how to save energy and money by improving their comfort systems."

Mike Muras, Owner, M & K Electrical Plumbing Heating & Air

Additional Educational Opportunities from NCI:

- Residential HVAC System Redesign & Renovation
- Performance-Based Selling
- Commercial Air Balancing
- Online Training (NCI University)
- Large Commercial Balancing (NBC)
- Webinars
- Onsite Training & Coaching



Call 800-633-7058



KICKSTART your Performance-based Business with



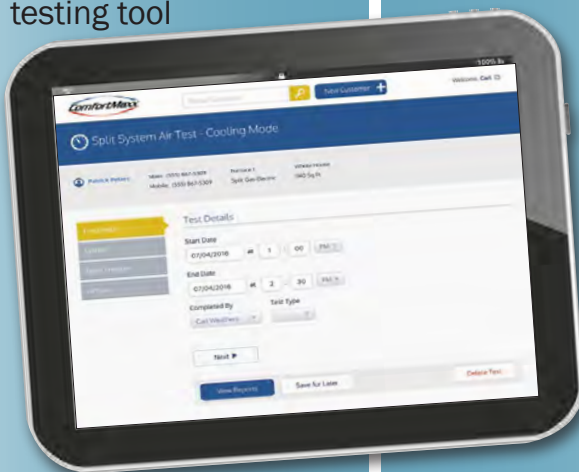
Just \$95/month with unlimited users and tests*

This easy to use cloud-based testing tool allows you to record and calculate System Airflow information based on static pressure measurements.

You simply collect four system pressures at the indicated locations. Lookup airflow on the appropriate fan chart for the equipment brand – or use our generic chart.

The software provides both a detailed printable PDF “Contractor” report and a “Visual” Report designed for sharing with your customers.

***Add full NCI Membership for just \$5.00 per month more!**



- Generate leads for airside renovations and improvements
- Differentiates you from competitors
- Easy-to-read visual reports for your customers
- Takes less than 10 minutes on a service call
- Adds credibility to your testing
- Simplifies air diagnostic testing
- Improves technician testing accuracy
- Consistent testing process across all your field people
- Provides baseline data to compare to test-out
- Monitor your technicians’ test results

All Comfortmaxx™ Subscriptions include:

- Test virtually every type of split and packaged unit system
- Separate Heating and Cooling Tests
- Track your customer information – for single or multiple locations
- Multiple systems per location
- Unlimited Users (must be NCI certified).
- Unlimited Residential or Commercial Locations
- Unlimited Tests per location
- Full equipment inventory on each system set up
- Customer Report language based on location type – Residential or Commercial
- Cloud-based subscription with no hidden costs
- Full toll-free technical support



Check here for more info:

<http://ncilink.com/CMaxx>

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