

ONLINE LIVE COURSE

Performance-Based System Renovation Sales

Stop selling boxes and start selling real comfort solutions!

Join like-minded HVAC sales professionals to learn the Performance-Based Renovation Sales process in fifteen live online sessions over a five-week period. Your NCI Sales Coach will lead each ninety-minute session which includes comprehensive instruction, open discussion and live sales coaching.

The online Performance-Based System Renovation Sales course provides detailed training and customizable tools that help you implement NCI's sales process which consists of five major steps:

- 1. Create great first impressions and develop excellent rapport**
- 2. Determine customer safety, health, comfort and efficiency concerns**
- 3. Establish proper technical system requirements through observation and measurement**
- 4. Present observations and recommendations in a non-technical way**
- 5. Gain commitment to proceed and initiate the job**

Online courses are delivered via GoToMeeting which requires a reliable high-speed internet connection. To support small groups, computer speakers and a microphone are recommended or you can use a speaker phone. For individual attendees, a headset is recommended.

Learn the step-by-step Performance-Based Selling process that will earn you more profits!

Online Performance-Based System Renovation Sales Training Benefits

NCI's System Renovation Sales Training Program dives deeper into the performance-based selling process. It helps HVAC sales professionals customize and implement the tools they need to earn the performance-based profits they deserve. This online course eliminates the need for travel and breaks the training down into manageable, bite-sized pieces.

To find out more or to register for an upcoming online class, call 800-633-7058

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Who Should Attend?

Owners, Sales Managers, Comfort Advisors, Sales Lead Coordinators and Selling Technicians



Online Performance-Based System Renovation Sales Course

Your Success Starts With Sales!

When your entire team understands how to apply the principles taught in this live online course, you'll be rewarded with improved lead generation, better closing rates, higher average sales, more maintenance agreement customers and much more.

The online format allows several members of your team to participate, leading to a more complete implementation of the entire Performance-Based Sales process which allows you to:

- Offer comfort solutions that your competition cannot
- Change the game from selling to teaching
- Eliminate competition by creating knowledgeable buyers
- Increase sales by adding high-margin system renovation services
- Transition from box changer to problem solver
- Quit talking about equipment efficiency
- Start delivering true, measured efficiency
- Differentiate your company and grow your business profitably

Agenda

90-Minute Sessions Held on Mondays, Wednesdays and Fridays Over Five Weeks

1. Your Role as Comfort Advisor
2. Comfort Advisor Mindset
3. Comfort Advisor Skillset
4. Asking & Listening
5. Smell & Feel the Sale
6. Comfort Advisor Toolset
7. Your Primary Lead Sources
8. Setting the Appointment
9. Perform Customer Survey
10. Perform Technical Survey
11. Review Findings
12. Prioritize Recommendations
13. Present Investment Options
14. Answer Customer Concerns
15. Implementation Plan

BONUS

Participants also receive access to customizable tools to help them properly implement the performance-based selling process:

- Customer survey questions
- Sales process play book
- Efficiency upgrade incentives
- Online address mapping
- Home valuation resources
- CommonCents™ lead generator
- Customer presentation
- Technical survey forms
- Planned questions
- Planned responses
- and more...

Frequently Asked Questions

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

Online sessions will be held Monday, Wednesday and Friday mornings. Exact start times to be announced.

Q: Are there any prerequisites?

National Comfort Institute System Performance Certification is recommended.

Q: What is the online training investment?

Your \$1,695 tuition includes one GoToMeeting seat and two course workbooks. Additional workbooks are available for \$75 each.

Who is National Comfort Institute (NCI)?

National Comfort Institute (NCI), the HVAC industry's leader in Performance-Based Contracting™, is an international membership and training organization that provides heating, air conditioning, plumbing and electrical contractors with services and tools to help them improve their businesses.

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 18,000 HVAC industry professionals. For more information about NCI, please call 800-633-7058 or visit www.nationalcomfortinstitute.com.

Additional Training from National Comfort Institute:

- **Carbon Monoxide Safety & Combustion**
- **Residential HVAC System Renovation & Retrofit**
- **Residential & Light Commercial HVAC System Performance**
- **Residential & Light Commercial Air Balancing**