

APRIL 15-18, 2019 • ORLANDO, FL



Summit Week 2019



If You Don't Measure, You're Just Guessing!™

HIGH-PERFORMANCE HVAC LIVE

NCI's High-Performance HVAC Summit has become the gathering place for Performance-Based Contractors™ from across North America. It's the only event of its kind completely focused on selling and delivering High-Performance HVAC systems.

This conference is open to the entire industry. Summit is a welcoming gathering of like-minded people who are open and willing to share with their fellow performance-based professionals.



This year we feature a special focus on the entire High-Performance sales and delivery cycle, both in our General Sessions, and in our Breakout Workshops.

Each workshop will concentrate on one of the key elements of the process: Lead Generation, Lead Turnover and Setting The Appointment, The Sales Process, Handoff to Your Installation Team, and Selling High-Performance Service Agreements.

This year's breakout sessions have been extended to an hour and a half long to allow for more interactive learning. Some of the workshops even feature hands-on learning with live equipment and test instruments.

And You Won't Miss A Beat!

Summit's unique format is designed to make sure you are able to take in every single session without missing anything. Also, when you register multiple team members from your company, you can request to attend sessions as a group, or split up for maximum interaction with your fellow performance-based contractors – it's your choice!

Visit the Summit Week Website at GoToSummit.com to reserve your seats for what is shaping up to be the best Summit yet. Seats are limited this year and going fast, so don't delay, register for Summit 2019 today - and take your High-Performance HVAC business to the next level!



SPECIAL EVENTS

NCI Partners Reception and Tradeshow: Our Partners help make this conference possible. Show your appreciation by attending the trade show events. Who knows? You might find that next great product or idea!

Idea Meeting: All attendees are invited to this 2-part event where each participant can propose one or more ideas in the areas of lead generation and sales. Don't forget to bring your ideas and \$20 entrance fee. The best ideas split the pot for great cash prizes!

Awards Banquet: This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best Performance-Based HVAC contractors. You may be one of them!

MEMBER



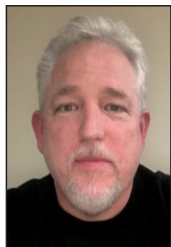
REWARDS



Reserve Your Seat Today!

Visit GoToSummit.com to find out more and to register, or call NCI Customer Care at 800-633-7058

Breakout Sessions & Speakers



Mike Hartman,
Thomas E. Clark, Inc.

Generate High Quality Leads With Performance Testing

Speakers: Mike Hartman and David Richardson

Most homeowners (and competitors), are unaware that the average HVAC system performs at 57% efficiency. Static pressure testing and a few other quick measurements during service and maintenance visits are the best way to expose these poorly performing systems. Learn how to share this critical information with your customers to help them discover and understand the hidden problems that rob them of the comfort and efficiency they should be getting!

Done right, a few simple tests will generate high quality leads with virtually no competition and very high conversion rates. In this highly interactive hands-on session, Mike and David will demonstrate proper testing techniques and how to explain test results, gain customer interest, and hand-off the lead.



Nancy McKeraghan,
Canco ClimateCare

Turn High-Performance Leads Into Appointments

Speakers: Nancy McKeraghan and David Holt

While it's true that "nothing happens until someone sells something", no HVAC service or installation sale is ever made without first setting an appointment. When the customer has been handled well and properly prepared by the office staff, your sales and service team are better positioned to hit a home run during each appointment.

In this session, Nancy and David will share methods high-performance contractors use to ensure their front-line office team consistently creates "wow" experiences for customers that result in more appointments and increased sales.



Michael Hyde,
Hyde's Air Conditioning

Performance-Based Selling in 12 Steps: From Test to Proposal

Speakers: Michael Hyde and Rob Falke

A Performance-Based sales call is quite different from the typical industry sales processes that focus on just selling "boxes." When executed correctly, it can be highly effective in closing more sales and delighting your customers. The key is doing the right things at the right time.

In this interactive, hands-on session, you'll learn the 12 essential steps to guide your customer through a performance-based sales visit, from efficient, high-impact testing and diagnostics, to customer engagement, to preparing and presenting a winning proposal.



Dawn Vickers-Mroczek,
GV's Heating & Cooling, Inc.

The Handoff Can Make All the Difference

Speakers: Dawn Vickers-Mroczek and John Puryear

When sales closes a job, the next step is to get it installed. Do your install guys "roll their eyes" when they get the "work order"? Are they getting the right information to ensure a successful and profitable completion? The handoff can make or break the quality and profitability of your installations.

Dawn and John will take you through each step of a well-oiled process to minimize frustration, reduce mis-steps, and ensure success for all. Discover how a sales team and installation team can better communicate and work together to produce amazing High-Performance System installations.



Jim Ball, Ball Heating
& Air Conditioning

Sell High-Performance Maintenance Agreements

Speakers: Jim Ball and Tom Johnson

Maintenance agreements are the lifeblood of every HVAC service and replacement business. The long-term relationship established with your customers provides a steady income stream that leads to greater business stability and future value.

In this workshop, Jim and Tom will share ways that they have turned their service teams into cash-generating machines through the implementation of strong performance-based maintenance agreement programs.

Register today at GoToSummit.com or call 800.633.7058

Special Sessions & Speakers

Ask the Coaches

Be sure to attend this one-hour session following our very popular Idea Meeting at 5 pm on Tuesday, April 16. This special Q&A with 5 top HVAC industry coaches will focus on customer-facing topics including sales, marketing, and customer service. This is a unique opportunity to interact directly with industry experts that can help make 2019 your best year ever.

The Coaching Team:



Brigham Dickinson,
President,
Power-Selling Pros



Drew Cameron,
Owner,
HVAC Sellutions



David Holt, Director
of Business Training
and Coaching, National
Comfort Institute



Ben Middleton,
National Sales
Training Manager,
Goodman, Inc.



Tom Piscitelli,
President,
TRUST Sales Training

***Don't miss what is sure to be a spirited and highly informative session
with some of the industry's best coaches at Summit 2019!***

Keynote Speaker

Jennifer Bagley is a highly sought after professional speaker, the founder of the 12 Step Roadmap to Achieve Accelerated Results, and the CEO of CI Web Group, the preferred HVAC Digital Marketing Agency in US and Canada.



Jennifer's methodology will help you get clear, stay focused, and efficiently execute relevant High Leverage Activities (HLAs), getting you the results and success you really want... Faster! Her thinking is sought and used by the world's top companies such as Goodman, Amana, Ferguson and many more. For the last several years, Jennifer and her team have implemented the Accelerated Results Roadmap time and again with clients to produce extraordinary results.

Topic: How to Achieve Accelerated Results & Become the Market Leader

People are hungry for ways to get ahead, win, and accelerate results, both personally and professionally. When Accelerated Results becomes a reality, communication skills and abilities are elevated at every level. This is achieved with the presence of a system that produces clarity and focus and the ability to execute. When people have clarity, focus and execution, they are confident. When they have tools and processes that facilitate their communication objectives, they become better communicators. When a system of communication is established, the ability of the team is elevated. A rising tide raises all boats and achieves accelerated results.

Sponsored by:



Special Sessions & Speakers

Trailblazer Coaching

For as little as \$25 a month you can participate in 12 monthly High-Performance Trailblazer Coaching sessions with fellow HVAC contractors from across the country!

This program is all about you. It was designed and tested by contractors who participated in the first program launched over the past year.

Here's How it Works:

Each session is a highly interactive 45-minute web meeting, led by NCI coaches. Your first session includes a 40,000 foot overview of the entire coaching plan where you can ask questions and provide input on the areas you might need the most help with.

In each of the next 12 sessions, your coaches will lead the group in a discussion on two of the steps on the Trailblazer Roadmap below.

During the final session, just before Summit 2020, you will review where you've been, discuss successes and failures along the way, and map out your game plan for the next 12 months.

Trailblazer RoadMap

The following map illustrates the 20 areas that will be covered in the online coaching sessions. Each area is a key element to successful implementation of High-Performance Contracting. Breaking the process down into these bitesize steps will help insure your success without overwhelming you and your team.

Blaze Your Trail to High-Performance



- 1. Determine your High-Performance products & services**
Define the products and services that you will offer to improve the safety, health, comfort and efficiency of your customer's HVAC systems.
- 2. Choose a Champion**
Determine who will lead and keep everyone focused on achieving the high-performance HVAC goal.
- 3. Establish processes and roles**
Adjust existing processes and procedures to include high-performance principles.
- 4. Measure & reward team performance**
To support a consistent testing culture leading to high-performance solutions, recognize and reward your team.
- 5. Get your entire team on board**
Explain "why" a high-performance culture is much better than "status quo".
- 6. Define mandatory measurements**
Clearly define which measurements are mandatory on every service call, maintenance call, sales call, and installation.
- 7. Purchase proper test instruments**
Identify the best test instruments to get the job done that fit your budget.
- 8. Select collateral materials**
Review NCI's document library and select the pieces that support your high-performance initiative.
- 9. Update your information systems**
Modify existing paperwork or software to record HVAC system vital signs and high-performance recommendations.
- 10. Develop high-performance skillset**
Build your team's confidence in their high-performance testing and communication skills.
- 11. Practice, practice, practice**
Practice testing and simplified communication skills in non-threatening real-life situations.
- 12. Price your products & services**
Develop an upfront pricing model to support the high-performance products and services your team will offer.
- 13. Collect performance measurements**
Measure and record HVAC system vital-signs at every opportunity.
- 14. Communicate performance evaluation**
Connect potential safety, health, comfort, and efficiency concerns to poor system performance measurements.
- 15. Offer high-performance products & services**
Provide appropriate recommendations based on performance measurements and customer priorities.
- 16. Create scope of work**
Design a solution that fits the customer's need and priorities.
- 17. Hand-off project to installation**
Communicate all aspects of the project to the installation team.
- 18. Perform high-performance services**
Complete scope of work to correct safety, health, comfort, and energy efficiency problems.
- 19. Test-out to verify results**
Ensure that the promises made were delivered.
- 20. Maintain system performance**
Continue collecting system performance measurements during your maintenance agreement visits.

Your Step-by-Step Map to Implementation

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To register for Trailblazer online coaching, go to:
ncilink.com/Trailblazer

SPECIAL PARTNER SUMMIT WEEK EVENTS

MONDAY, APRIL 15:



Air Conditioning & Heating

Goodman Business Planning Bootcamp

What if you could have the time, money and freedom that you've always wanted? Join us for an exclusive opportunity to dissect your unique business and create a roadmap to a higher quality of life! As a business owner, you deserve that!

*Special pricing for Summit Attendees,
Goodman/Amana Dealers,
and EGIA and NCI Members*

THURSDAY, APRIL 18:



Breakthrough Business Leadership: Developing A Process- Driven Company

This leadership workshop is about how to improve the execution and profitability within a contracting company. This is a powerful operators workshop designed to highlight how to lead well and drive execution not just concepts, and all the tools to do so are included.

Presented by Gary Elekes
*Special pricing for EGIA and NCI
Members, and Summit Attendees.*

Register today at GoToSummit.com or call 800.633.7058



SUMMIT WEEK 2019

Schedule of Events

MONDAY, APRIL 15

- 9:00 am - 4:00 pm Goodman Business Planning Bootcamp
- 4:15 pm - 5:00 pm Summit Orientation Meeting - All Welcome!
- 6:00 pm - 8:00 pm Welcome Reception
Sponsored by Goodman

TUESDAY, APRIL 16

- 7:00 am - 9:00 am Breakfast and Interactive Opening Session
- 9:15 am - 10:45 am Breakout Session 1 - Workshops
- 11:00 am - 12:30 pm Breakout Session 2 - Workshops
- 12:30 pm - 1:30 pm Luncheon and General Session
- 1:30 pm - 3:00 pm Breakout Session 3 - Workshops
- 3:30 pm - 4:30 pm Idea Meetings: Lead Generation and Sales
- 4:30 pm - 5:30 pm NEW! Ask the Coaches
- 6:30 pm - 8:00 pm NCI Partners Trade Show and Reception

WEDNESDAY, APRIL 17

- 7:30 am - 8:15 am Breakfast & General Session
- 8:15 am - 9:00 am State of The High-Performance Industry
with NCI CEO, Dominick Guarino
- 9:00 am - 9:45 am Keynote Speaker: Jennifer Bagley, CI Web Group
Sponsored by Goodman
- 10:00 am - 11:30 am Breakout Session 4 - Workshops
- 11:30 am - 1:30 pm NCI Partners Tradeshow and Luncheon
- 1:30 pm - 3:00 pm Breakout Session 5 - Workshops
- 3:30 pm - 4:30 pm General Session:
Idea Session Winners and Partner Prize Drawing
- 4:30 pm - 5:00 pm Closing Remarks with NCI President, Rob Falke
- 6:00 pm - 7:00 pm Sponsor Appreciation Cocktail Reception
- 7:00 pm - 9:00 pm Awards Banquet and Presentation Ceremony

THURSDAY, APRIL 18: Post-Conference Training

- 8:00 am - 5:00 pm Advanced Combustion Recertification
- 8:00 am - 5:00 pm Airflow Testing and Diagnostics
(Qualifies for air recertification)
- 8:00 am - 5:00 pm EGIA Class: Breakthrough Business Leadership

EVENT & LODGING



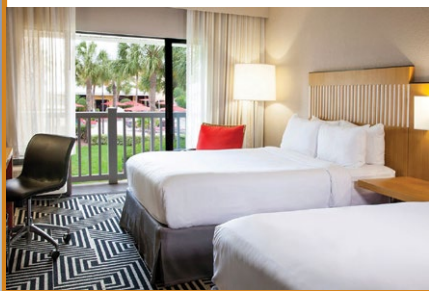
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8001 International Drive,
Orlando, FL 32819

1 (407) 351-2420

**Reserve your room
now to get
the best rate!**

Go to
<https://ncilink.com/wynd>



Register today at **GoToSummit.com** or call 800.633.7058