

HVAC Consulting LLC. 2011 Classes

Business & Developmental Training Classes

•**Business Planning & Development 101**

It's been said "Fail to Plan, Plan to fail!" Establish mission, vision & value statements, create sales & revenue targets and the road map to achieve financial profitability & growth. After attending this class dealers will have completed a year one basic business plan.

This class is designed for business owners and managers. Full Day Class

•**Business Planning & Development 201**

This class is for those who already have a working plan and wish to update it with new strategies. Profitability planning, Growth Strategies, years 2-5 year planning.

This class is designed for business owners and managers.

•**Business Planning & Development 301**

Long term growth & strategy planning, 5-10 year goals, exit strategies.

This class is designed for business owners and managers. Full Day Class

•**HVAC Business Finance 101**

Be in control of your profitability and future. Learn how to read and understand your P&L statements and balance sheets. Job Costing & Job pricing strategies. Tools include: Budget Calculator tool, Break Even Calculators, Pricing Strategy Templates.

This class is designed for business owners and managers. Full Day Class

•**Labor Management Strategies**

Managing Labor is the key to Profitability. It is easy to project material and equipment costs on a job but the one huge variable is labor. This course will give you the tools to increase your profitability in service and installations through labor management techniques.

This class is designed for business owners and managers. Full Day Class

•**Why Flat Rate**

Increase your service revenue and have your service department pay for your companies overhead. If you are already using a flat rate system this class will help you maximize your current system and help you sell more maintenance agreements. If you are considering flat rate this class will eliminate your doubts and set you on the road to increased profits and more satisfied customers.

This class is designed for business owners and managers. Half Day Class

•**Sales Management 101**

It's time for you to own the sales process. Learn processes that enable you to lead your sales staff into selling the products that your customers really want! If you want to do 2 million dollars in replacement business in 2011 you must first set goals, establish metrics, have processes in place and then manage them. This class will give you all the tools you need to Take charge of the Sales Process!

This class is designed for business owners and managers. Full Day Class





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•Service Management 101

Often times a service manager is nothing more than a Senior technician who helps diagnose difficult calls and dispatches appointments. Service management should focus on measuring, managing and maximizing profits and increasing customer satisfaction. Gain the tools and insight on how to grow your service departments profits.

This class is designed for business owners and managers. Full Day Class

•How to Become a Retail Focused Business

It's no secret that the largest replacement dealers in our industry have incorporated retail sales strategies to dominate their markets. Learn the secrets of how to win in our new "Retail" environment. Prepare your company for the tactics that will allow to grow profitably with "Life After Rebates" and "Kitchen Table Solutions"

This class is designed for business owners and managers. Half Day Class

•Residential Maintenance Agreement Development Class

What is your companies net value? Chances are if you do not have a large maintenance agreement customer base or extended warranty customers its worth only depreciated assets! This class will help you develop your program from the ground up. Learn how to create benefits, pricing strategies, spiffs, and effectively manage and grow your program.

This class is designed for business owners and managers. Half Day Class

•HVAC Light Commercial Business Strategies

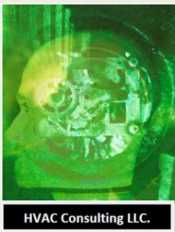
This class focuses on growing or developing your Light Commercial department. Learn the tactics that are critical to success in selling directly to business. Tools include, commercial maintenance agreement templates, Lease calculators and proposals, ROI calculators, and proposal templates

This class is designed for business owners and managers. Half Day Class

•Customer Service training for CSR's

Do you need more leads or just capitalize on the opportunities you already have. Many times we can loose up to 25% or more of potential customers because of the way we answer the phone. Learn the techniques employed by world class organizations that will help improve customer satisfaction, reduce advertising expense, and increase your profits without physically growing your business.

This class is designed for anyone who answers the phone. Half Day Class



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Sales Training Classes



•Retail Sales Success Sales Series

Ron Smith say's "Whenever the rate of change outside of your company exceeds the rate of change inside of your company, the end is in sight!" The HVAC sales business has changed. Many large replacement dealers now have retail sales showrooms. Many have large staffs of Retail Sales people from outside of the industry. Embrace the changes in our industry and in the way consumers purchase and poise your company for financial growth and success.

1. *Retail Sales Success 101*
2. *Retail Sales Success 201*
3. *The Right Design*
4. *Helping the customer Decide*
5. *Killer Proposals*

Class designed for Owners, Managers and Sales Consultants Each Class Half Day

• Technician Communication Class Series

Often we spend large amounts of money generating replacement leads when we pass up opportunities with our service technicians. This class focuses on the technicians ability to effectively communicate options to customers.

- 101 Tech Communication Skills*
- 201 Increase average ticket, Accessory sales, Maintenance Agreement Sales*
- 301 Tech Tools usage, Skill Practice, Advanced Tools*

Class designed for Owners, Managers and Technicians Each Class Half Day

•Technician Sales Class Series

The largest and most profitable HVAC companies in the nation have selling technicians. In many markets, we have educated and taught technicians to convert a routine service call into a 25K plus replacement sale! Learn the techniques of how to reduce your overhead and grow your replacement business.

- 101 Tech Communication skills and option offering*
- 201 Tools and skill Practice*
- 301 Objection Handling and closing techniques*

Class designed for Owners, Managers and Technicians Each Class Half Day

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Sales Training Classes

•Marketing & Lead Generation: All the customers you'll ever need!

It's been said "Nothing happens without a sale" while that may be true, "No sale happens without a lead." In order to grow our business we must have a strategy to generate leads. Consider that not all leads are created equal. Sometimes the most costly lead has the lowest closing rate. A referral lead or a technician lead may be the least expensive to generate and have the highest closing rate. Learn the strategies and tactics to reach your goals and generate all the leads you'll ever need!



Class designed for Owners, Managers and Sales Consultants. Half Day Class

Social Media for Dummies: Free Leads Class!

If Facebook were a country it would be the worlds third most populated country! Social media can generate huge amounts of business with little to no investment. Learn simple strategies that can have an immediate impact on your business and generate leads to get your phone ringing off of the hook!



Class designed for Owners and Managers. Half Day Class

Technical Classes

•Load Calcs for Beginners

*This class teaches the fundamentals of load calculations. Easy to use one page forms will be part of the class. **Half Day Class***

•NATE Prep Training

*The prep class focuses on teaching the basic areas that are on the Core test , A/C, and gas test. This class will help you prepare to pass the tests. **Full Day Class***



Pricing

HVAC Consulting has developed a Pricing structure with the distributors Training Budget in mind. Our "No Risk Pricing" assures that you only pay for the people attending. All full day classes are priced at \$300.00 per attendee and half day classes are priced at \$150.00 per attendee. Classes are billed at a 10 person minimum. The Distributor can mark up the classes as desired. Travel Expenses are detailed in the contract terms and conditions. All classes can be custom designed for the distributor.



HVAC Consulting Training Terms & Conditions

Terms & Conditions

HVAC Consulting LLC provides the finest quality training, consulting, software and marketing programs. The terms and conditions apply to dealers, distributors and all attendee's to any of HVAC Consulting LLC's training classes and programs. It is your responsibility to read and understand all the contents of the terms and conditions agreement.

Costs & Fees

When the classes are scheduled you agree to the amount listed in the contract plus any travel & living expenses of the trainer, materials and any other terms listed in the contract. The class fee is due a minimum of 48 hours prior to the class date. Travel expenses shall be paid in full within 15 days of receiving the final invoice.

Cancelation & Refund

If for any reason a class needs to be canceled or rescheduled you will be responsible for any travel and living expenses already incurred by HVAC Consulting LLC. In the event of a class rescheduling any expenses paid in advance will be credited where applicable.

If for any reason HVAC Consulting LLC. cannot meet the training obligation due to illness, change of schedule, acts of god or any other reasons out of my control, any fees paid will be fully refunded.

Disclaimer and Terms of Use

The information provided by HVAC Consulting LLC. is based on professional experience and personal training. No information presented by HVAC Consulting LLC. should be considered as tax, legal or financial advice. All information provided by HVAC Consulting LLC. shall be used at your own risk. Kurt Kizewski assumes no responsibility or liability for materials, information or content arising from the use of any product, information or materials furnished by HVAC Consulting LLC.

Travel & Living Expenses

The Client is responsible for all airfare expenses, HVAC Consulting shall always work with the client to accommodate reasonable airfare rates. Rental car expenses shall be covered by the client or transportation from the Airport, hotel and to the training location shall be provided by the client. All meals shall be covered by the client, no meal shall exceed \$25.00.

Confidentiality

Technical and business information relating to Discloser's proprietary ideas, patentable ideas copyrights and/or trade secrets, existing and/or contemplated products and services, software, schematics, research and development, production, costs, profit and margin information, finances and financial projections, customers, clients, marketing, and current or future business plans and models, regardless of whether such information is designated as "Confidential Information" at the time of its disclosure.

Class Date(s) _____ Location(s) _____

Dates _____ Location _____

Amount \$ _____ Training Materials \$ _____

Authorized Signature _____ Date _____

HVAC Consulting LLC Kurt Kizewski _____ Date _____