



**HVAC CONSULTING LLC.**

*Development solutions to grow your business!*

# **HVAC CONSULTING LLC**



## **Technician Lead Generation Class**



## Why HVAC Consulting Tech Training? The answer is simple! As a Dealer you will:



### ➤ **Generate in house replacement leads**

It's been said that it takes on average about \$450 to generate a lead for a service based business. Capitalize on every opportunity that you are in a customers home! How often do your technicians repair old equipment that should be replaced? The answer is every day. If you had 4 technicians that ran 4-5 calls a day that's up to 400 calls a month. What if 5% or 20 calls became sales leads? If your sales person had a 40% closing rate and a average ticket price of \$4500.00 that's \$36,000.00 a month or \$1,800,000.00 a year in increased sales! Are your techs Super Lead Generators? When was the last time you invested in their skill development?

### ➤ **Replace versus repair**

Most technicians have been trained on technical skills and have never been shown why in many cases it makes more sense for a consumer to replace versus repairing their equipment. Your technicians will be armed with the latest tools and skills to help your customers make the right decision.

### ➤ **Increase your replacement sales closing rate**

A recent survey of HVAC dealers sales people disclosed that one of the highest closing leads besides an existing customer or referral lead is a tech generated lead. Not only will your salespersons closing rate go up but so will your profits. These leads will never get to your competition!

### ➤ **Raise average ticket price**

As part of the tech communication class we also identify accessories that can be offered on every call. Your technicians will sell more maintenance agreements and accessories after they learn the simple sales process of showing your customers the system enhancement options you offer.

### ➤ **Lower your advertising spend**

As a result of generating in house high percentage closing leads you will not need to spend as much money on advertising campaigns that do not deliver the results you paid for. Reducing your advertising spend lowers your overhead therefore increases your bottom line!

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## About HVAC Consulting

HVAC Consulting LLC is a full service provider that offers turn key marketing and advertising programs, software solutions, business coaching and sales training. Many contractors I talk to experience challenges like getting the phone to ring, developing sales people and growing their business in these difficult times. What challenges is your company facing? Don't be like your competition! Less than ten percent of HVAC contractors have a written business plan. More shocking is that less than five percent of all the HVAC contractors invest in business development and sales training. The training and business consulting we offer is based on real world experience and extensive training from the best educators in our industry. A varied background that included working in the field, in home sales, and management and distribution for Trane, gives HVAC Consulting the expertise to help you reach your goals. Our company works with many industry professionals so we can offer you complete solutions to grow your business.

### Biography

***Kurt Kizewski President***  
**HVAC CONSULTING LLC.**



- 25 Years HVAC Industry Experience
- Trane Residential Distribution Manager for Colorado, Utah, Wyoming, New Mexico
- Top Ten Trane Territory Manager 3 consecutive years in Arizona
- 10 years working and studying with Trane's Strategic partners
- NATE Sales Trainer & Proctor
- National Sales Trainer for Service America
- ACCA Certified Manuals J,D,N,S,T
- Dealer Sales Manager
- Retail Comfort Consultant
- Service technician & installer (10 years)

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## Tech Communication Training

### Tech Lead Generation Training

Train your technicians to generate all the leads you need. Our Technician communication class teaches your technicians to be able to effectively communicate to your customers the reasons they should consider replacement versus repairing their old system.

HVAC Consulting's training uses adult learning techniques to insure the maximum results for your investment. The skills learned in this class will allow you to increase your average ticket price, generate in house high percentage closing leads and sell more maintenance agreements.

*"Since Kurt began his service technician training classes our technician sales are up 500%! Our technicians now have the skills and tools they need to sell" Great Job!*

**Marshall Dennington**  
Owner Tempco  
Tucson, AZ.

Your company will learn and implement the strategies that the largest replacement dealers in the nation are using. All sales tools that you receive in the class are customizable for your business. Each week your techs will review what they learned the week prior and will skill practice to make sure that they fully understand how to effectively use the tools.

## This 8 week class covers the following:

- Tech Communication skills
- Repair Versus Replacement tool
- Why Buy Now (Rebates & Tax Credits)
- SEER & AFUE charts
- Comfort Surveys
- How to sell more Maintenance Agreements
- How to sell more system accessories
- Raise your average ticket price
- Payment Selling Strategies
- Replace versus repair skills

### **Custom Sales Tools** **Free to all Attendees (\$500 Value)**

- Thumb Drive with customizable tools for Dealership
- Why Buy now tool
- SEER + AFUE Savings Charts
- Repair Versus Replace tool
- Payment Selling Calculator
- Comfort Survey
- Proposal Templates
- Maintenance Agreement Templates





## Class Structure

### Tech Communication Training Course

- Multi week class that focuses on the development of technician communication skills.
- Skill Development & Practice
- Easy to use tools Included
- Create in house low cost leads
- Decrease Call Backs
- Increase customer satisfaction
- Generate Referral Leads
- Sell More Maintenance Agreements
- Flat Rate Fee unlimited Participants
- Pre & Post Testing
- 1-1.5 hr class
- 8 weeks \$1600.00

#### **R.O.I. Example**



**Average Lead Cost \$450.00**

**After class techs generate  
10 additional leads**

**10 x \$450.00 = \$4500.00**

**Class cost            \$1600.00**

**Net Profit            \$2900.00**

**R.O.I.                    \$1600.00 = 35% R.O.I.  
\$4500.00**

## **Guarantee**

HVAC Consulting Guarantees that if for any reason you are not satisfied with the quality of the product or results of the training that you receive we will refund 100% of your money.

Pre & Post metrics will be established to guarantee measurable results.

Skill practice and adult learning techniques will be used to insure the maximum impact from our training and education processes.

*Kurt Kizewski*