



HVAC CONSULTING LLC.

Development solutions to grow your business!

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Distributor Retail Sales Success Training



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

- **Increase your high efficiency and variable speed mix**
Your dealers will understand the “Key to Comfort” is Variable Air Flow equipment. They will receive a professional sales binder that contains visual sales tools to demonstrate to the customer the importance of Variable Air Flow. Along with the Variable Air Flow story, the dealer will receive a compelling sales tool that shows why two stage cooling equipment is the only solution for Colorado! As a distributor do you really need to sell more boxes or just improve your product mix?
- **Sell more accessories**
As a distributor you enjoy high margins when selling accessories. We provide a price book and selling strategy that will be given to each attendee demonstrating that the theory of “Up selling” is dead. An easy to use price book that has prebuilt systems that include accessories, makes selling accessories a guarantee on every job!
- **Increase your dealers closing rate**
If your dealer base has a higher closing rate you will sell more product and meet your sales goals! We are all aware that if a dealer has a professional sales process he will close more jobs. Our Exclusive sales process and sales tools will help your customer close more deals
- **Establish a more professional dealer base**
When the competition’s dealers start losing sales to “Your Brand” they will want to join the team that is making the sales. Imagine dealers coming to you asking to sell your brand!
- **Recruit new customers**
Dealers talk! When your customers talk to other dealers and describe how your distributorship has helped them grow they will understand that they need to represent your product. Also hosting a sales training event provides your sales staff a great reason to knock on doors to recruit potential new customers.

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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 i.e. 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 includes working in the field , in home sales, 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 training 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)



Sales Training

Retail Sales Success Training

We would all agree that the consumer has become more educated and sophisticated. In order for us to grow our business in these challenging times and gain sales from our competition we must utilize proven sales processes and tools. HVAC Consulting offers sales training and educates you on the use of sales tools to help raise your average ticket price, sell more high efficiency systems and accessories while closing more deals. Learn how you can differentiate yourself from your competition and become a referral based business.

Our full day class will provide you all the necessary tools needed to win in today's economy. The techniques you will learn are not high pressure "used car salesmen" tactics. We work with consultative selling skills that enables you to provide the solutions that your customers want. If you are looking to grow your business from either a physical or financial standpoint, this class is for you! Imagine not having to offer the lowest price to win a job! Your customers will be asking you for proposals of high efficiency products and accessories.

"I think that Kurt gave us a lot of information to help get our message out to our customers. If we do our job and implement the programs we can really get positive leads and sales results. Thanks for the help!"

Steve Stricklin
Outside Sales
Coburn's Supply Memphis TN.

This full day class covers the following:

- Selling in turbulent times
- Become a consultant versus a bidder
- Why "Telling Isn't Selling" The value of a visual presentation
- Follow a consistent sales process every time
- Create a differentiation strategy
- One stop estimating
- Soft closing techniques
- High efficiency product mix shift strategies
- How to sell more system accessories
- Sell variable air flow every time
- Raise your average ticket price without losing sales
- Payment Selling Strategies
- Referral Farming
- Replace versus repair skills

Custom Sales Binder & Tools Free to all Attendees (\$500 Value)

- Three ring binder with tools
- Thumb Drive with customizable tools
- Why Buy now tool
- SEER + AFUE Savings Charts
- Repair Versus Replace tool
- Payment Selling Calculator
- Custom Guarantees
- Comfort Survey
- Proposal Templates
- Maintenance Agreement Templates
- Sales Goal and Lead calculator





Class Structure

Retail Sales Success Training Course

- 8 hour sales class
- \$250.00 per attendee
- Materials provided to paying attendees (1 Free electronic copy for Distributor)
- Outside sales people and distributors staff **FREE**
- HVAC Consulting will provide class fliers (electronic, distributor provides printing)
- HVAC Consulting will help outside staff with recruiting
- Distributor pays for food and facility
- Distributor only pays for attendees (No Risk Pricing)

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 measureable results.

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

Kurt Kizewski