

Double Your Replacement Sales

How To Beat Out The Low-Priced Competition and Increase Profit Margins!

If 60% of your sales are basic equipment, such as 13 SEER condensing units and 80% standard furnaces, than you are not a salesperson you are a bidder! You need this class. We will teach you proven effective sales techniques without all of the hype and high-pressure you should be sick of.

Losing money to low priced competition? Is your closure rate below 45%? Having trouble selling premium equipment and accessories? If you answered yes to any of these questions than you need this seminar. This intensive one-day workshop will teach you the basics of effective salesmanship without the high-pressure or the hype you may have seen elsewhere. Using our no non-sense, low-pressure sales practices, you and your technicians will increase customer satisfaction, sales, and profitability.

You will learn how to identify sales opportunities, how to make an effective sales presentation, how to prepare professional looking documents that sell, how to overcome objections, and how to “close” the sale without being pushy.

WHAT YOU'LL LEARN

- Vocabulary that sells and the words that can blow it.
- The do's and don't's of a truly effective sales presentation.
- How to create an effective sales proposal.
- A cover letter that will improve your sales closure rate.
- How to effectively screen potential buyers from “lookers”.
- Questions you should and should NOT ask the customer.
- How to handle “phone shoppers”.
- Using financing to improve sales and profitability.
- The absolute most powerful sales question you could ask.
- The secret ingredients of a great compelling sales proposal.
- How to keep the customer from seeking additional “bids”.
- How to produce most of the sales leads you could want.
- How to convert service into replacements.
- When to fix and when to sell.
- Using extended warranties properly to increase sales.
- How to overcome the four most common objections.
- How to improve technician sales.
- How to produce referrals and testimonials.
- Increase the average sales price of your proposals.
- Learn what motivates customers to buy.
- How to “up-sell”. Selling high efficient equipment.
- How to sell accessories and add to your bottom line.
- Basic pricing strategies.
- How to “close” the sale without stupid sounding high-pressure sales gimmicks.

You will receive a free sales proposal and cover letter that may increase your sales closure rate significantly. In fact, dealers have reported that our Professional Sales Proposal Kit has doubled or even tripled their closure rate.

Our Professional Sales Proposal Kit is a \$199.99 value and it's yours free!

Bring your technicians. We'll teach them when to sell, how to sell, and when to fix it!