

True Success Training for Contractors

| Sales | | | |
|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Title | Description | Target Audience | Provider & Contact Information |
| Sales Training for the Contractor Comfort Consultant | The goal is simple: close more jobs using a simplistic, strategic approach to sales! Position yourself to offer system options that meet the needs of today's retail minded homeowner by implementing a common sense sales process. Comfort Consultants will leave this class with the materials and implementation processes needed to win at the kitchen table and earn the referrals they deserve! | Sales Staff | Desert Consultants, LLC Jack Nagy 480-767-1163 jack.nagy@cox.net |
| Sales Training for the Service Technician | Service Technicians can excel at in-home sales... IF they have the right tools and strategies! Technicians attending this class will learn how to maximize replacement opportunities by combining their technical expertise with a consumer-based selling strategy. They will leave the class with an exciting set of skills, materials, and implementation processes that will re-energize their role in a company! | Service Technicians |  "Helping to the world of your clients" |
|  DESIGNSTAR® | Learn the value of using DesignStar®, a customized website program that can make your company more profitable and gives your sales staff a professional proposal tool. | Principals & Sales Staff | Energy Design Systems Phil Jeffers 800-221-HVAC energyd@energyd.com |
| Selling the Value of High Margin Equipment | Most contractors hampered with the price objection of sales forget that their #1 goal is to provide comfort for the homeowner. Learn how to correctly price and how to sell value of high efficiency equipment, and accessories while recognizing the impact to customer comfort and your bottom line. | Sales Management, Retail Salesperson, Lead Technician, Principals | Collier Consulting Ron Collier 800-739-9025 ron@collier-consulting.com |
| Teaching Field Personnel to Sell | One of your greatest sales assets is the individuals you have in the field making personal contact with the consumer. In this class, the field personnel will be taught customer relations, sales strategies, repair verses replacement and flat rate system selling. | Service Manager, Service Techs | |
| Success Starts with Value | Designed to technicians who sell products, accessories, maintenance programs, or set appointments for sales. This program uses role-playing to give customers what they want, handle objections, and make it affordable for customer. | Service Managers, Technicians | Sales Improvement Professionals Jim Hinshaw 970-635-5675 JimHinshaw@SIPTraining.com |
| Selling Comfort Today™ | This seminar utilizes role playing and tools to increase closure rate and selling skills. Participants learn how to handle common objections, eliminate competition, and give customers exactly what they want. | Principals, Sales Staff | |
| Replacement Selling | Learn the main rule of selling and the questions to ask your prospects and how to differentiate your company from the others. | Principals, Sales Staff | Ligon Consulting Bill Ligon 888-320-9220 ligonair@suddenlink.net |
| Lifestyle Selling | Learn the secrets to selling in a 13 SEER world. This course shows participants how to create "Total Comfort" packages for homeowners by combining IAQ accessories, convenient services and high efficiency equipment. | Sales Management, Retail Salesperson, Lead Technician, Principals | Vital Learning Experiences John & Vicki LaPlant 903-786-6262 vicki@vleishvac.com |
| Making the Retail Sales Call | This seminar outlines a retail sales call beginning with making the appointment through the follow-up after the sale. Participants practice presenting features and benefits in homeowner friendly language, asking questions, asking for the order and overcoming objections. | Sales Management, Retail Salesperson, Lead Technician, Principals | |
| Comfort Selling I | Participants in this course will learn how to offer your customers a distinct buying experience while setting yourself apart from other companies and the importance of the female in the buying process. | Sales Management, Retail Salesperson, Lead Technician, Principals |  JBResources Jay Rathbun 314-882-5489 jay@jresources.com |
| Comfort Selling II | In this continuation for Comfort Selling I participants learn the selling process for the homeowner's viewpoint and how to create a memorable yet understandable sales approach by educating the consumer. | Sales Management, Retail Salesperson, Lead Technician, Principals | |
| Business and Finance | | | |
| Business Training for Business Owners Business Foundations to Build On | HVAC contractors started their businesses to make money and realize their dreams. Many may never make it. This class will identify the specific challenges that prevent most business owners from attaining the financial and personal rewards they deserve. It will provide real-world solutions and strategies for sales, service, installation, marketing, and managerial aspects of our industry. Attendees will leave the class prepared to execute these key initiatives and thrive in a competitive marketplace. | Principals | Desert Consultants, LLC Jack Nagy 480-767-1163 jack.nagy@cox.net |
| Planning for Profit | During the course contractors will learn how to departmentalize their business, determine the profitability of each department, and how to calculate the "right price" every time. | Principals, Key Management | |
| Service Pricing | This course offers information on how to determine if your service department is profitable and how to correctly set pricing for service work. | Principals, Key Management, Service Managers | Ligon Consulting Bill Ligon 888-320-9220 ligonair@suddenlink.net |
| Maintenance Agreements | Learn the value of offering service agreements, how to price them, and what they really mean for your business. | Principals, Key Management | |
| Financial Management | This class focuses on understanding the information on an income statement and balance sheet and what it can provide. | Principals, Key Management | Vital Learning Experiences John & Vicki LaPlant 903-786-6262 vicki@vleishvac.com |
| Business Planning | This seminar targets the Contractor who is tired of having his business "run" him and wants to take back control of the business. | Principals, Key Management | |
| Maximizing Profit | This seminar explains the difference between margin and mark-up. Two different pricing strategies are explained while emphasizing how to recover overhead. | Principals, Key Management |  |
| Managing a Profitable Service Department | This seminar is for the company with a service manager or one wanting to make its service department more profitable and a lead generator. The importance of identifying the costs of service and departmentalizing them is discussed. | Principals, Key Management, Service Managers | |
| Basic Business Boot Camp | This seminar deals with the accounting and marketing side of our business. Calculating overhead for each department, how to price for profit, and the true cost of an employee. | Principals, Key Management | Sales Improvement Professionals Jim Hinshaw 970-635-5675 JimHinshaw@SIPTraining.com |
| Business 101: What Do My Financial Documents Really Mean? | Great contractors run their business on a monthly basis with the balance sheet and profit/loss as a road map to success. We will dissect your financial documents that you bring to class and teach you how to interpret them. | Principals, Key Management | Collier Consulting Ron Collier 800-739-9025 ron@collier-consulting.com |
| Projecting and Maintaining Cash Flow | Prudent management of cash, proper pricing and collections, and strategic billing strategies all have an effect on cash flow. We'll discuss how to set up a cash flow projection strategy for your business and how it impacts your budget for the following month. | Principals, Key Management | |
| Pricing Strategies for Today's Contractor | If you want to make double digit profits, you must be priced correctly to cover your cost and overhead. Learn how to position yourself according to your market, develop flat rate pricing, implement variable multiplier for parts, properly estimate new construction and replacement work. | Principals, Key Management |  |
| Marketing | | | |
| Mad Marketing Tips | This seminar focuses on the do's and don'ts of marketing in the contracting industry. This program shows how to spend the right amount of money on the most effective marketing plan. | Principals, Key Management | Collier Consulting Ron Collier 800-739-9025 ron@collier-consulting.com |
| How To Get More Leads, Sales, and Profits with Less Effort | Create a better ad, target it for laser like results, and keep more customers. See the 5 ad types and when to use them. | Principals, Key Management | Hudson, Ink Adams Hudson 800-489-9099 adams@hudsonink.com |
| Yellow Page Makeover | Learn what to do, what not to do, even how much to spend! Real "Before and After" results, radical savings methods, and a review of smaller ads that generated more leads. | Principals, Key Management | |
| How to Build A Recurring Profit Stream | A maintenance Agreement program can turn one sale into many at your price. Fill in "sales voids," and create real "value" in your company. | Principals, Key Management |  |
| Retention Marketing | Learn how to keep your customers instead of "giving" them to the competition. Practical ways to build retention, referrals, and continued word-of-mouth. | Principals, Key Management | |
| Trade, Home and Garden Show Exhibiting | Focuses on trade show exhibiting that is guaranteed to be successful. Learn what gets show attendees to slow down, stop and interact with you and to schedule appointments at the show. | Principals, Key Management, Sales Management, Retail Salesperson | JBResources Jay Rathbun 314-882-5489 jay@jresources.com |
| Operations | | | |
| Hire, Coach, and Train A Sales Team | This program covers the details: where to find the candidates, job requirements, testing, compensation, employment agreements, and schedules for training and skills assessment. | Principal, Key Management |  |
| Service Management | This seminar is focused on making the service department more profitable, enhancing lead generation, compensation strategies, and career pathing for technicians. | Principal, Key Management, Service Manager | Sales Improvement Professionals Jim Hinshaw 970-635-5675 JimHinshaw@SIPTraining.com |
| Ultimate Service Technician | This seminar is designed for technicians and installers. It aids employees in seeing their value and impact on the profitability of the company. | Service Technicians, Installers Service Managers, Installation Managers | Vital Learning Experiences John & Vicki LaPlant 903-786-6262 vicki@vleishvac.com |
| Performance Based Pay for the Field | Have you noticed some crews and technicians make you money and others don't? Reward those who bring in the most money to the company and those who make the best use of their knowledge, expertise and efficiency. We'll discuss how to do more work with less people and how to measure efficiency of field personnel. | Principal, Key Management | Collier Consulting Ron Collier 800-739-9025 ron@collier-consulting.com |
| Outrageous Customer Care | Understanding what customers want and need handling complaints what customer care means to your sales, profits and coworkers income, etc. What you don't know will surprise you, and may be hurting your business without you even knowing it. | Contractor Principal, Key Management, Service Manager, Office Staff, Service Techs, Installation Manager |  |
| Running a Profitable Service Company | Properly managed and controlled, the service department can provide in excess of 20% net profit and year round work. We'll teach how to setup a service center, how to dispatch field personnel, how to write a marketing plan and to find and hire field personnel. | Principal, Key Management, Service Manager | |
| Bookkeeping and Office Management for the Contractor | Office managers and accounting personnel will love this seminar. In this course we will review the proper methods and procedures of accounting and record keeping. We will present billing and collection strategies, processes to improve time management, telephone etiquette and tips for superb office organization. | Principal, Key Management, Office Manager | |
| Jump Start Your Contracting Business | These 14 strategies will give insights into pricing, inventory control, managing field labor, dispatching techniques, accounting practices, finding field personnel, designing warranties, parts markups, invoicing, collections, etc. | Principal, Key Management, Service Manager | |
| Profitable Business Solutions I—The Beginning | This long term business development program for contractors involves monthly meetings for five months. We begin with specific strategies that go right to the bottom line, then discuss controlling overhead, hiring and retaining coworkers, pricing and budgeting for success. | Contractor Principal, Key Management | |
| Profitable Business Solutions II—Growth and Development | Designed for the more mature contracting business, we discuss how to improve the overall efficiency of the business and how to streamline operations. This course discusses departmentalization, cash flow strategies, compensation plans for personnel, operational efficiencies, and much more. | Principals, Key Management | |

True Success Training for Distributors

| Course Title | Description | Target Audience | Provider & Contact Information |
|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------------------------------------------------------------------------------------------|
| Territory Development | This program teaches how to analyze an existing market , develop market share goals, recognize an areas potential, sort the customers into categories and creating a master plan for each category. | Territory Managers | Collier Consulting Ron Collier 800-739-9025 ron@collier-consulting.com |
| Helping Contractors Grow Their Business | Most Contractors fail due to a lack of a solid understanding of business techniques. Learn how to guide your Contractors to success by developing pricing strategies, streamlining field operations, creating marketing strategies and other techniques. | Territory Managers | |
| Growing Your Customer Base | Sales Management System allows you to analyze and structure growth for individual Contractors on a quarterly basis. Learn how to develop and grow your customer by setting goals and developing a system of measurement. | Territory Managers | |
| Territory Manager Training Own Your Market | Energize your territory by increasing product penetration and market share while increasing contractor loyalty to your brand. The TM will leave this class with a proven set of sales and development tools that can be implemented immediately. | Territory Managers | Desert Consultants, LLC Jack Nagy 480-767-1163 jack.nagy@cox.net |
| TM Transformed | This program will help the modern day TM understand what the Contractor needs and wants in a relationship, how to find the Contractors that are in the markets that are growing, and how to help existing Contractors grow to new levels of profitability. | Territory Managers | Sales Improvement Professionals Jim Hinshaw 970-635-5675 JimHinshaw@SIPTraining.com |
| Distributor Sales Boot Camp | Presents a business to business strategy for developing a territory by becoming a consultative salesperson. | Territory Managers | Vital Learning Experiences John & Vicki LaPlant 903-786-6262 vicki@vleishvac.com |
| Maximizing Your ROI from Inside Sales & Counter Personnel | Focuses on practical, real world ways inside sales and counter personnel can maximize sales and build loyalty. | Inside Sales | |
| Rheem Boot Camp | Conducted in Fort Smith Arkansas, the boot camp offers detailed residential and commercial product information, a review of the available programs, and much more. Attendees will have the opportunity to interact with Rheem staff, who are the subject matter experts and conduct the training. | Territory Managers, Inside Sales | Rheem Sales Rep |
| Ruud Boot Camp | Conducted in Fort Smith Arkansas, the boot camp offers detailed residential and commercial product information, a review of the available programs, and much more. Attendees will have the opportunity to interact with Ruud staff, who are the subject matter experts and conduct the training. | Territory Managers, Inside Sales | Ruud Sales Rep |



Top Technician Training

Technical Training targeting specific areas. Classroom led instruction taught by trained District Technical Representatives and Distributor Service Coordinators. Recognized by NATE and several states for CEU credit.



| Course Title | Description | Item # |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Air Conditioning Characteristics | This training program explores refrigeration fundamentals as applied to comfort cooling. Basic concepts to practical interactive diagnostics are covered in detail. | OLCSM-305-P1 |
| 80% Gas Furnaces | The 80% Gas Furnaces training program provides in-depth training on the popular furnace. The program covers, the ignition system, pressure switches, over temperature switches, and much more. | OLCSM-011-P1 |
| 90 Plus Gas Furnaces | The program covers 90 Plus single and two-stage gas furnace features. Special attention is given to the unique venting requirements of 90 plus furnaces, installation, and setup. | OLCSM-014-P1 |
| Modulating 90 Plus Gas Furnaces | The Modulating 90 Plus Gas furnace is one of the most complex residential furnaces on the market today. This program provides in-depth discussion on the product, including operation, setup, and diagnostics. | OTNTT-MOD |
| Residential Heat Pump Systems | The Residential Heat Pump Systems program covers the complexities of the entire heat pump system. Starting with fundamental concepts the program concludes with interactive diagnostics. | OLCSM-218-P2 |
| Airflow Characteristics | Airflow is often misunderstood. The Airflow Characteristics training program delves into the complexities of airflow. Included are many interactive diagnostic activities. | OLCSM-401-P1 |
| Split System Electrical A/C Characteristics | A comprehensive understanding of HVAC electrical systems is essential for the service technician. This program covers basic concepts real world scenarios. Several interactive diagnostic problems are included. | OLCSM-305-P2 |
| Comfort Control2 System (Serial Communication) | The Comfort Control 2 System program delves into the world of serial communicating controls. Starting with communication basics, the training continues with application and setup information, and concludes with diagnostic information. No stone is left unturned. | OTNTT-CCS2 |



Time-Out Training

Technical Training targeting specific areas. Classroom led instruction taught by trained District Technical Representatives and Distributor Service Coordinators. Recognized by NATE and several states for CEU credit.

| Course Title | Description | Item # |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Dual Fuel Systems | The training offered in this program reviews the operation of conventional heat pumps, the components of a dual fuel system and their operation. Installation and setup guidance is also provided. | OTN-DFS NEW!!! |
| Improving Compressor Reliability | Taking a "systems" approach, this program discusses how each system impacts the compressor and actions a technician can take to improve compressor reliability. | OLC-CMP |
| Refrigerant 410-A | This program provides essential information regarding Refrigerant 410A as R-22 phases out. The program covers, safety aspects, oil differences, and pressure characteristics of R-410A. | OTN-R410A |
| Thermostatic Expansion Valves | The program explores why the thermostatic expansion valve is used and how it operates. Valve construction, operation, installation and diagnostic procedures are covered. This program is a must in the world of 13 plus SEER equipment. | OTN-TEV |
| Variable Speed Motor Technology | Focusing on the ECM motor this program discusses motor theory, set-up, and detailed diagnostic and replacement procedures. | OLC-ECM |
| Comfort Control System | This program explores the latest technology in compressor control and protection. Learn how the control utilizes a microprocessor for active protection and sealed contacts to increase compressor reliability. | OTN-CCS1 |
| Commercial Economizers | Economizers are often misunderstood. This program provides instruction on the theory, construction, operation, setup, and diagnostics of economizers. With this program you can become one of the few people in your area to truly understand economizers. | OTN-ECON |

Training Spotlight

Total Access Training

Online multi-media Learning Management System that is available 24 hours a day, 7 days a week. Includes Product videos available for viewing at no charge. **Each participant will have the ability to print a Certificate of Recognition upon successfully completing each online course.**



| | | |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Dual Fuel Systems | The training offered in this program reviews the operation of conventional heat pumps, the components of a dual fuel system and their operation. Installation and setup guidance is also provided. | OTNOL-DFS NEW!!! |
| Improving Compressor Reliability | Taking a "systems" approach, this program discusses how each system impacts the compressor and actions a technician can take to improve compressor reliability. | OTNOL-CMP |
| Refrigerant 410-A | This program provides essential information regarding Refrigerant 410A as R-22 phases out. The program covers, safety aspects, oil differences, and pressure characteristics of R-410A. | OTNOL-R410A |
| Thermostatic Expansion Valves | The program explores why the thermostatic expansion valve is used and how it operates. Valve construction, operation, installation and diagnostic procedures are covered. This program is a must in the world of 13 plus SEER equipment. | ONTOL-TEV |
| Variable Speed Motor Technology | Focusing on the ECM motor this program discusses motor theory, set-up, and detailed diagnostic and replacement procedures. | OTNOL-ECM |
| Comfort Control System | This program explores the latest technology in compressor control and protection. Learn how the control utilizes a microprocessor for active protection and sealed contacts to increase compressor reliability. | OTNOL-CSS1 |
| Commercial Economizers | Economizers are often misunderstood. This program provides instruction on the theory, construction, operation, setup, and diagnostics of economizers. With this program you can become one of the few people in your area to truly understand economizers. | OTNOL-ECON |

Product Library

| | | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| RKNL Product Video | An introduction the RKNL gas/electric package unit is offered in this video. The product features are explained in a straight forward manner. | |
| Heat Pump Video | Going beyond heat pump features this video discusses why heat pumps are important in today's market and the various programs available to contractors. | |

Speciality Training

| | | |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Rheem RKNL Product DVD | An introduction the RKNL gas/electric package unit is offered in this video. The product features are explained in a straight forward manner. | OTNDVD-100 |
| Ruud RKNL Product DVD | An introduction the RKNL gas/electric package unit is offered in this video. The product features are explained in a straight forward manner. | OTNDVD-200 |
| Rheem Heat Pump Product Overview DVD | Going beyond heat pump features this video discusses why heat pumps are important in today's market and the various programs available to contractors. | M11-3038 |
| Ruud Heat Pump Product Overview DVD | Going beyond heat pump features this video discusses why heat pumps are important in today's market and the various programs available to contractors. | M22-3038 |