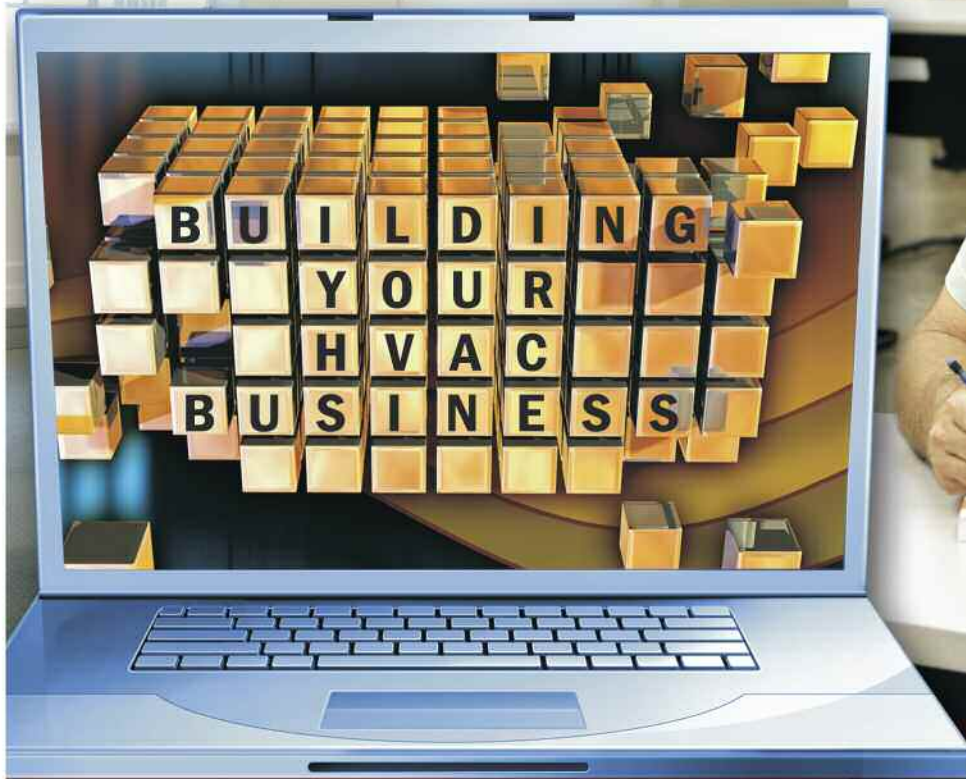


**The Training Network**<sup>™</sup>  
Tools for Success<sup>™</sup>

**2009**



**Training Opportunities**

# THE TRAINING NETWORK™



The Training Network™ offers a wide menu of quality training opportunities for Contractors and their employees. This “network” consists of traditional manufacturer developed technical and product training, but also includes our new online Total Access Training plus a group of HVAC industry-leading True Success Partners.

The True Success Training curriculum offers a large selection of business related training such as financial management and high-efficiency selling. These proven programs will help even the most successful Contractor become more profitable. Our Top Technician and Time-Out Training, which is among the best in the industry, expands technician competence.

## TRUE SUCCESS PARTNERS

### EXPERTS IN HELPING CONTRACTORS BECOME **MORE PROFITABLE**

Recognizing that a Contractor's training needs go beyond technical, The Training Network has partnered with several dynamic HVAC industry leading True Success trainers to offer classes in business areas such as sales, finance and business management. Each of the True Success Partners are experts in helping Contractors become more profitable. The pro-

fessionally developed and proven programs are designed to help Contractors improve their company's productivity and overall performance, 'close the deal' on more sales, 'sell-up' techniques to add value in new HVAC systems offered and become more successful business people.

# NEW FOR 2009

Adams Hudson is the president of Hudson, Ink Corp, a marketing firm that creates and distributes a variety of marketing and information products. His firm focuses on helping the in-home service Contractor market more effectively with turn-key customer newsletters, custom copywriting, ad design and marketing strategy.

 **Hudson, Ink**  
Contractor Marketing that Works.



Mr. Hudson has authored numerous marketing manuals for Contractors (*including the Marketing PowerPack series, Competitive Intelligence, Customer Retention Goldmine, and Yellow Page Lead Builder*) and recently published his twelfth book, *Contractor Marketing Secrets Your Competition Doesn't Want You to Know*.

His specialty is direct response advertising for which he won a national award, and his ads helped produce an astounding \$330,000,000 in sales for Contractor clients in one year. He supports “balanced investing” in marketing and sales attack, rather than waiting for the weather or other “uncontrollable conditions” to dictate business peaks or valleys.

The following courses are offered as 1 day seminar targeted toward the Contractor principals and key management.

Continued on page 3

# TRUE SUCCESS PARTNERS

True Success Training	Marketing Programs
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.
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.
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.
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.



## Vital Learning Experiences

John and Vicki La Plant are the duo known as Vital Learning Experiences and have been in the HVAC, plumbing and refrigeration industries for a combined 60 years. Everything they share from their vast HVAC Industry experience has helped produce some of the most successful Contractors in the industry.

VLE offers Contractor sales training seminars focused on results-oriented systems. The VLE vision statement is: "Real world training, consulting and services that make a difference." Visit their web-site at [www.vitallearningexperiences.com](http://www.vitallearningexperiences.com) or e-mail: [john@vleishvac.com](mailto:john@vleishvac.com). Phone: 903-786-6262.

The following courses are offered as 1 day seminars (unless noted) targeted toward the Contractor principals, retail sales person, service managers, lead technician and key management.

True Success Training	Business Programs
Financial Management	This class focuses on understanding the information on an income statement and balance sheet and what it can provide.
Business Planning	This seminar targets the Contractor who is tired of having his business "run" him and want to take back control the business.
Maximizing Profit	This seminar explains the difference between margin and mark-up. Two different pricing strategies are explained while emphasizing how to recover overhead.
	Operations Programs
Ultimate Service Technician	This seminar is designed for technicians and installers. It aids employees in seeing their value and impact on profitability of the company. ★ 1/2 day seminar
	Sales Programs
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.

# NEW FOR 2009



## Collier Consulting Group

The Collier Consulting Group provides HVAC Contractors the tools necessary to run a successful company. We know the problems that Contractors face day in and day out. And we know that you didn't go into business for yourself to work long hours with little to show for it.



If you are ready to make more money, have more time for your family, and spend more time doing the things you love, you've come to the right place. We can teach you how to price correctly, manage more effectively, and make bigger profits - all while improving your customer service.

The Collier Consulting Group is a respected consulting firm to the construction industry, providing HVAC Contractors with business management consulting, resources, and software.

The following courses are offered as 1 day seminars (unless noted) targeted toward the Contractor principals, retail sales person, service managers, lead technician and key management.

True Success Training		Marketing Programs	
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.		
Business Programs			
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.		
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.		
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.		
Operating Programs			
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.		
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.		
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. <b>★ 2 day seminar</b>		

# TRUE SUCCESS PARTNER

Collier Consulting Group offerings continued....

## True Success Training

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.

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..

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. ★ **5 sessions**

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.  
★ **5 sessions**

## Sales Programs

Selling the Value of High Margin  
Equipment

Most Contractors are hampered with the price objection of sales, they forget that their #1 goal is to provide comfort for the homeowner. You'll learn how to correctly price and how to sell value of high efficiency equipment, and accessories while recognizing the impact to the customer comfort and your bottom line.★ **2 day seminar**

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.



# TRUE SUCCESS PARTNERS

## Sales Improvement Professionals



SIP Inc. was founded by Jim Hinshaw in 1999. Jim has years of experience in the HVAC Industry including executive positions with both a major manufacturer and with a 23 year old Contractor company. Jim is dedicated to bringing real world experience to help enhance Contractor and Distributor sales and marketing efforts. SIP Inc provides training for both Contractors and Distributors. Visit the web-site at [www.SIPTraining.com](http://www.SIPTraining.com) or e-mail: [JimHinshaw@SIPTraining.com](mailto:JimHinshaw@SIPTraining.com). Phone: 970-482-5622

The following courses are offered as 1 day seminars targeted toward the Contractor principal key management, Contractor principals, sales staff, service managers and technician:

True Success Training	Business Programs
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.
<b>Operations Programs</b>	
Hire, Coach, and Train a Sales Team	This program covers the details: where to find the candidates, job requirements, testing, compensation, employment agreements, and schedule for training and skills assessment.
Service Management	This seminar is focused on making the service department more profitable, enhancing lead generations, compensation strategies, and career pathing for technicians.
<b>Sales Programs</b>	
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.
Selling Comfort Today™	This seminary 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

## Phil Jeffers - Energy Design Systems



Phil Jeffers, President and founder of Energy Design Systems, has been an integral member of the HVAC industry for over 25 years. His raucous, irreverent presentation style is only matched by his sheer genius and passion for instruction to Contractors on closing the sale in the home utilizing a professional, easy-to-understand "selling up" presentation. A training experience with Phil will be unforgettable and rewarding – but be warned his passion for this industry can sometimes result in his use of some rough language! Visit Phil's web-site at [www.energyd.com](http://www.energyd.com), or e-mail: [energyd@energyd.com](mailto:energyd@energyd.com). Phone: 1-800-221-HVAC or 610-715-7738.

This courses is offered as a 1 day seminar targeted toward the Contractor principals and sales staff.

True Success Training	Sales Programs
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.



# TRUE SUCCESS PARTNERS

## How to make the most of your opportunities

Jay Rathbun has over 14 years working experience in the HVAC Industry, including working as a “comfort advisor” (a.k.a. sales representative) for a successful HVAC Contractor business for over ten years. He has spoken with thousands of Contractors nationwide, and understands their needs and challenges.

Jay has combined his HVAC Consumer sales experience and training skills to form JB Resources, LLC. Jay has developed a series of sales programs that are designed to share with Contractors how to make the most of their opportunities they have to sell a consumer. His techniques are designed to overcome low price competitors, increase the average ticket and expand the customer base. Visit JBResources at [www.jbresources.com](http://www.jbresources.com) or e-mail: [jbrathbun@sbcglobal.net](mailto:jbrathbun@sbcglobal.net). Phone: 314-882-5489.

The following courses are offered as 1 day seminars targeted toward the Contractor principals, sales management, retail sales person and lead technician:

True Success Training	Sales Programs
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.
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.

## Ligon Consulting 24 years of experience



Bill Ligon has been in the HVAC industry since 1957. He owned and operated his own Contractor company for 23 years. He started his consulting company, Ligon Consulting, Inc. in 2000 and since that time he has presented his financial management workshops to hundreds of Contractors. Bill’s goal is to “make a difference” and “change the lives” of Contractors just as a consultant did for him when he was a new business owner.

Bill has been at the brink of disaster, survived, recovered and tells a happy ending story that Contractors will identify with. Visit his web-site at [www.ligonconsulting.net](http://www.ligonconsulting.net) or e-mail: [ligonair@suddenlink.net](mailto:ligonair@suddenlink.net). Phone: 1-888-320-9220.

The following courses are offered as 1 day seminars targeted toward the Contractor and Contractor principals, sales staff, service managers and key management:

True Success Training	Business Programs
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
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.
Maintenance Agreements	Learn the value of offering service agreements, how to price them, and what they really mean for your business.
Sales Programs	
Replacement Selling	Learn the main rule of selling and the questions to ask your prospects and how to differentiate your company from the others.

# TOTAL ACCESS TRAINING

AVAILABLE 24 HOURS A DAY 7 DAYS A WEEK

We recognize classes are not always offered at times that are convenient to Contractors, so The Training Network is now offering online training through our Total Access Training. The new online multi-media Learning Management System is available 24 hours-a-day, 7 days a week, 365 days a year.

Contractors can have "total access" to many of our program offerings and learn at their convenience as their schedules permit.



Some of the benefits of using this powerful new tool are:

- Available 24 hours a day 7 days a week
- Flexible attendance
- Learn at your own pace
- Competitive pricing
- Extensive library

Today's busy lifestyle means that training is not always offered at the times and locations convenient to everyone.

**THE TOTAL ACCESS SOLUTION**

[www.TheTrainingNetwork.com](http://www.TheTrainingNetwork.com)



# TOTAL ACCESS TRAINING

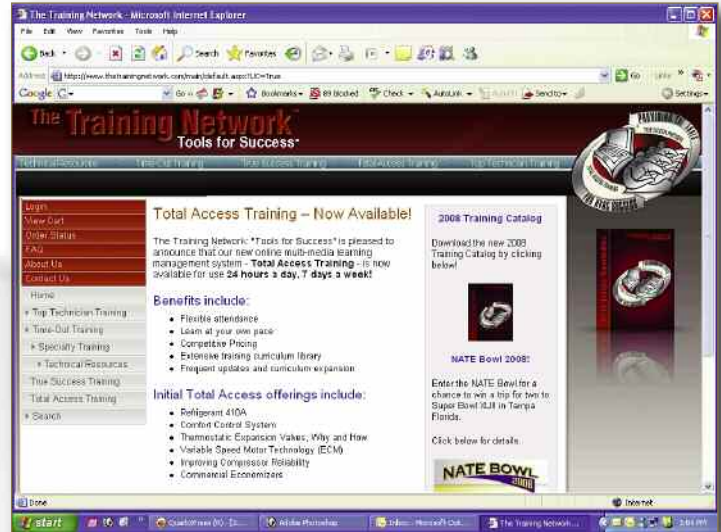
AVAILABLE 24 HOURS A DAY 7 DAYS A WEEK

## Available Classes:

- Refrigerant 410A
- Thermostatic Expansion Valves
- Commercial Economizers
- Variable Speed Motor Technology
- Improving Compressor Reliability
- Comfort Control System™
- Modulating 90 Plus Gas Furnace

## Benefits:

- Reduced call backs
- Improved diagnostic ability
- Increased technician competence
- Fewer warranty calls
- Less time on job thus more calls per day
- Diagnostic aid
- Comprehensive reference
- Accurate information



## Invest in your company!

Order Total Access Training  
**Today**

- ★ Enhance technicians' abilities
- ★ Specific topics
- ★ Quick hitting
- ★ Local training
- ★ No travel expenses
- ★ Cost efficient
- ★ Certificate of Completion provided

## How To Get There

- 👁️ Go to [TheTrainingNetwork.com](http://TheTrainingNetwork.com)
- 👁️ Click "Total Access Training"
- 👁️ Select a class and payment plan
- 👁️ Enter your Information

**And Start Learning!**

Additional classes are periodically added, so check for the latest offerings on [TheTrainingNetwork.com](http://TheTrainingNetwork.com).

# TOP TECHNICIAN SERIES

## COMPREHENSIVE TECHNICAL TRAINING

The Top Technician series offers comprehensive training in various technical areas. These programs enable a novice technician to learn basic concepts and progress to a high competence level in diagnostics. Seasoned Technicians will increase their knowledge base and improve their diagnostic skills.

Top Technician classes typically are 4-6 hours in length, depending upon the subject matter, instructor, and class dynamics. These courses are also recognized by NATE and several states for CEU credits.

Training Network Instructors are specially selected and trained District Technical Representatives and Distributor Service Coordinators. They have an average of 16 years 'field experience", 7 years teaching experience, and 4 NATE Certifications. The instructors bring a strong product knowledge and a diversified skill set to your classroom.



## Programs offered are:

- 80% Gas Furnaces
- 90 Plus Gas Furnaces
- Residential Heat Pump Systems
- Air Conditioning Characteristics
- Airflow Characteristics
- Split System Electrical A/C Characteristics
- Modulating 90 Plus Gas Furnaces
- Comfort Control<sup>2</sup> Systems™

## Benefits

- Increased Technician Competence
- Improved Diagnostic Ability
- Less Time On job Thus More Calls Per Day
- Reduced Call Backs
- Greater Brand Awareness

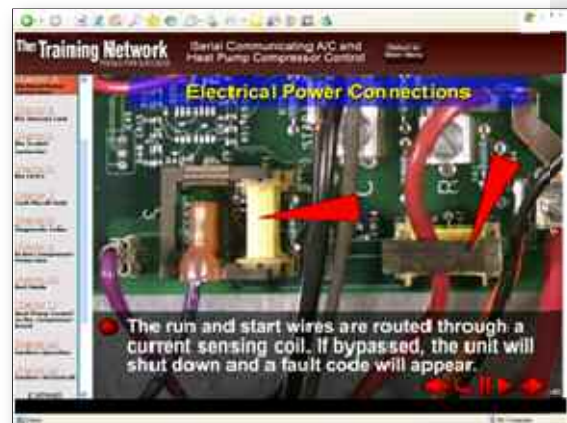
## Comfort Control<sup>2</sup> System™

### SERIAL COMMUNICATIONS

# NEW FOR 2009

The Comfort Control<sup>2</sup> System™ is one of the most advanced methods for providing control and system reliability on the market today. Designed for the installer and technician this new Top Technician Training program covers in great detail the technical aspects of the serial communicating system.

Included are general system operations, thermostat set up, specific outdoor and indoor unit operation, diagnostics, serial communicating ECM diagnostics and much more.



# TIME-OUT TRAINING

## TARGETED TRAINING

Developed for Contractors and Technicians



Our Time-Out Training programs were developed with Contractors and Technicians in mind. Utilized for targeted training in very specific areas such as Variable Speed Motor Technology, Thermostatic Expansion Valves, R-410A training, etc. Contractors can take "Time Out" from their busy schedules, step back, regroup with timely, shorter-in-duration training that might include lunch or dinner. As with all of our instructor led technical training, the Time-Out Training programs are recognized by NATE. Additionally they are approved for CEUs by many states such as Texas, Alabama, and Florida to name a few.

### Programs offered include:

- Variable Speed Motor Technology
- Thermostatic Expansion Valves
- Comfort Control System™
- Improving Compressor Reliability
- Refrigerant 410A
- Commercial Economizers

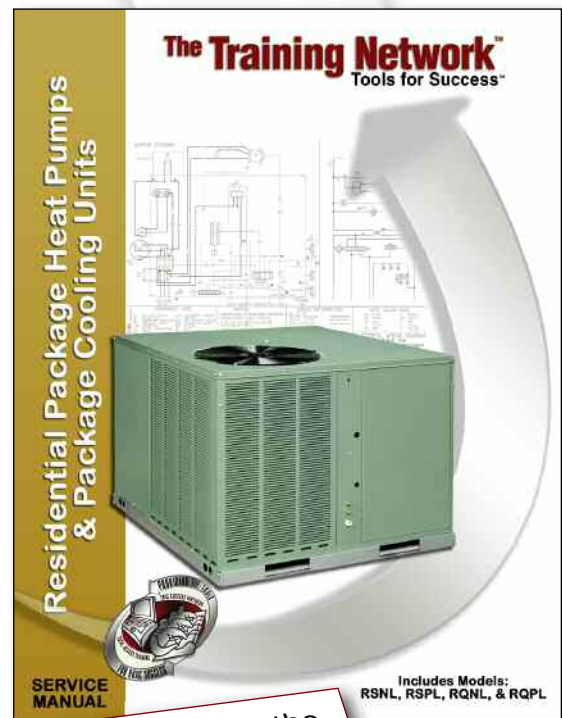
## TECHNICAL RESOURCES

**ASSISTANCE AT YOUR FINGERTIPS**  
A **Must Have** for Every Technician

The Training Network offers a variety of resources to assist technicians in their day to day activities. These indispensable items include sixteen (16) Service Manuals, Steel Duct Calculators, Flex Duct Calculator, Temperature – Pressure Charts, and much more.

### A few of the available Service Manuals are:

- Residential Split System Heat Pumps
- Residential Split System Air Conditioners
- Quiet and Super Quiet 80% Gas Furnace
- 90 Plus Modulating Gas Furnace
- 90 Plus Gas Furnace
- Dual Fuel Package Units



Please visit our website to view the entire list of Training offered  
[www.TheTrainingNetwork.com](http://www.TheTrainingNetwork.com)



**The Training Network™**  
Tools for Success™

# The Training Network™

Tools for Success™

## Our Mission is...

To provide a “network” of quality training and educational opportunities to distributors, Contractors, service technicians, employees, and other HVAC organizations that enhance product knowledge, technical competencies, diagnostic capabilities and business skills such as finance, marketing, sales and human resource management.

## RETURN POLICY

Class materials returned unopened within 30-days are subject to a 20% restocking fee.

- No returns accepted after 30 days.
- All materials not associated with a recognized Training Network class are non-refundable.
- Special sales items not eligible for refund.
- Class material is material ordered for a specific Top Technician or “Time-Out” class scheduled with The Training Network.
- Credit allowed for unopened kits as evidenced by unbroken original shrink wrap and serial number not attributed to a student.
- All returns must have a copy of the packing slip.

### Return materials to:

The Training Network Distribution  
c/o The Document Centre  
470 Mission Street, Unit 8  
Carol Stream, IL 60188



Training Professionals  
NATE-Recognized Provider

**TheTrainingNetwork.com**

Email: [info@TheTrainingNetwork.com](mailto:info@TheTrainingNetwork.com)

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5600 Old Greenwood Road, Fort Smith, Arkansas 72908

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