



MY LEARNING CENTER TRAINING ANNOUNCEMENT

CE Fall Virtual Online Factory Training

Select the Virtual Online training classes you would like to attend. **By registering for these events, you are committing to either 2 or 3 half-day online sessions.** At least one day prior to the event start date you will be provided a link with instructions for attending the live online session.

9/21/2020 to 9/22/2020 – Art of Financing

8 Factory Hours & 8 NATE Hours

2- Half day training sessions

8AM to 12:30PM each day

Cost \$350 per attendee

10/6/2020 to 10/7/2020 – Customer Driven Sales – Selling Up, Selling More

8 Factory Hours

2 – Half day training sessions

8AM to Noon each day

Cost \$375 per attendee

10/19/2020 to 10/21/2020 – Top Gun Technician Excellence: Beyond Diagnostics

16 Factory Hours & 16 NATE Hours

3 – Half day training sessions

7:30AM to 1:30PM each day

Cost \$580 per attendee

11/4/2020 to 11/5/2020 – Carrier Infinity Innovations

8 Factory Hours

2 – Half Day training sessions

8AM to Noon each day

Cost \$375 per attendee

*Carrier Dealers Only

Dealer: _____ Acct. #: _____ Phone: _____

Contact: _____ Email**: _____

Attendee Name: _____

We would like to be enrolled in: _____

****Everyone will need their own unique email address in order to receive their class log-in ID**

Carrier Infinity and Comfort Program Dealers may use training vouchers, when applicable, to offset the cost of this course.

Carrier Infinity, Comfort and Bryant Evolution Marketing Dealers may use coop dollars, if funds are available at 100%.

CE Contact: Lauren Harrod * lauren.harrod@carrierenterprise.com * 407-532-7069

Donna Pennachiette * donna.pennachiette@carrierenterprise.com * 727-243-3169

Carlene Reydel-Finkelstein * carlene.reydel-finkelstein@carrierenterprise.com * 954-247-2011

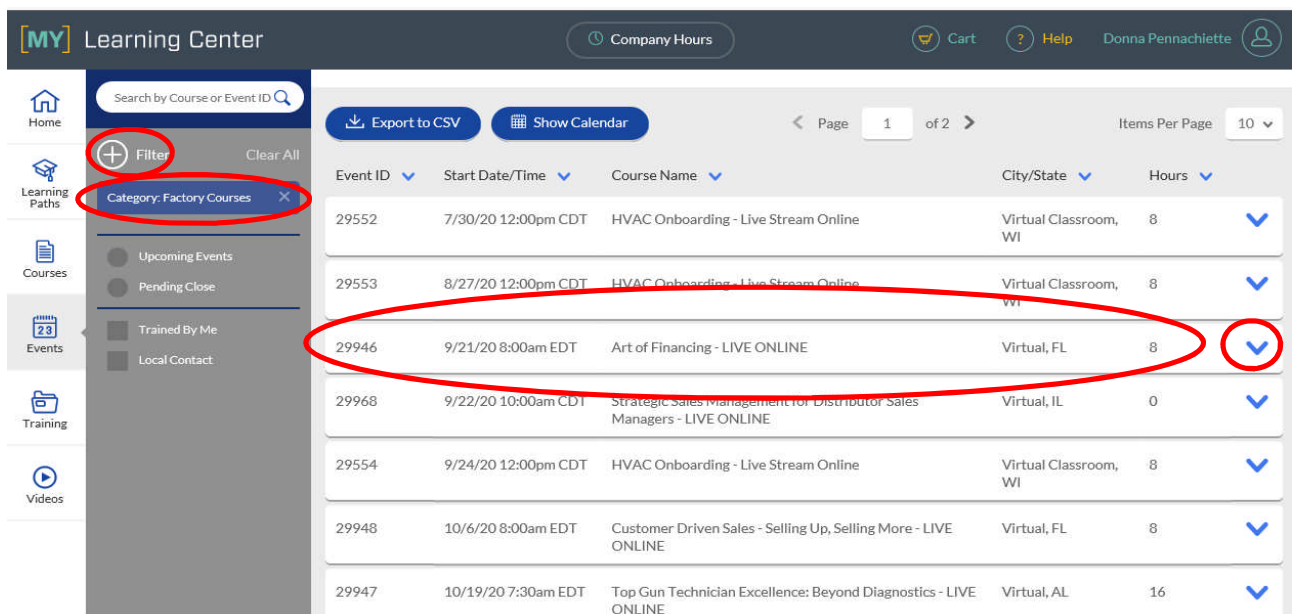
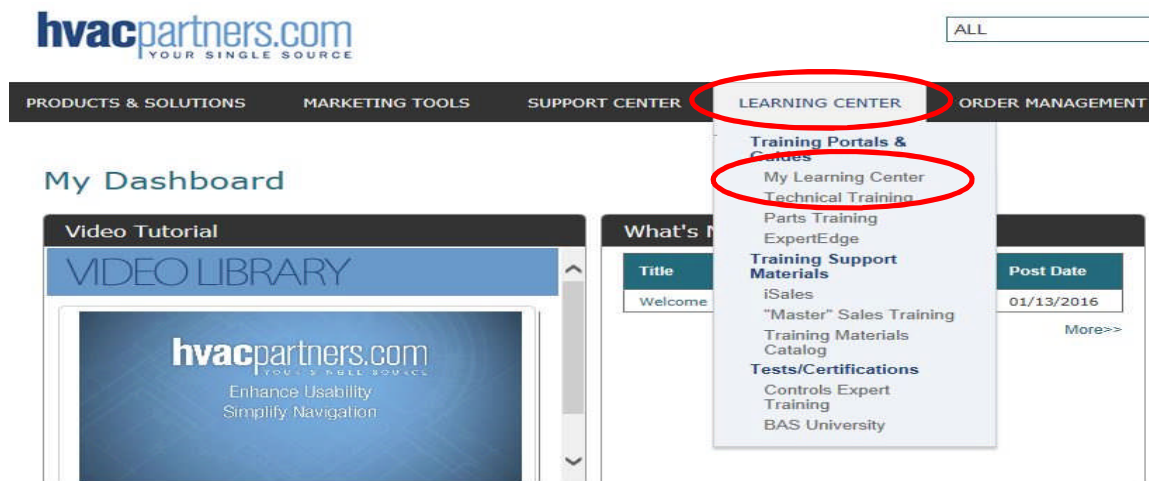
Self- registration: See next page

Cancellation must be done 1 week prior to the date of the class or the company will be billed for any No Shows.



Register through My Learning Center

- Log into **HVACpartners.com**
- From the **Learning Center** menu select **My Learning Center**
- Click **Access My Learning Center**
- Select the **Upcoming Events** category at the bottom
- At the top click on the **+ FILTER**, Select **CATEGORY**, Select **FACTORY COURSES**
- Use the **< >** arrows to choose the month of the course.
- Locate **the training class you would like to attend**
- On the right of the course name click the down arrow - Click **REGISTER**
- Select Register Myself or Others. Click **Confirm Registration**
- **Confirm Registration** – If you do not receive a confirmation email, please contact us.



The Art of Consumer Financing

This is a **LIVE ONLINE COURSE** that consists of 2 four-hour sessions, presented online by BDR

Date: Monday & Tuesday, 9/21/2020 & 9/22/2020
Time: 8AM to 12:30PM each day
Location: www.HVACPartners.com [MY] Learning Center Event ID 29946
Hours: 8 NATE & 8 Factory
Price: \$350 **Marketing Program Dealers may use vouchers or coop at 100% if available

Class Description

Did you know 69% of American households have less than \$1000 in savings and that 85% of consumers top 4 purchases are financed (home, college, vehicle, home improvement)?

Financing is a must have sales tool in today's market!

The Art of Consumer Financing will teach attendees the fundamentals of how to implement retail financing practices in their business, including how to cover fees and stay competitively priced in their market. Attendees will learn various financing strategies and find out how financing can help increase their revenue and help them close more sales.

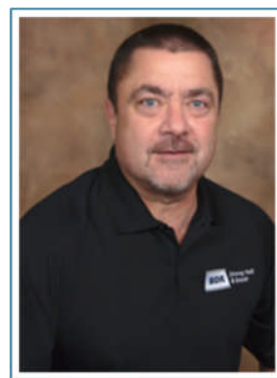
If you want to master the practice of retail financing, substantially grow sales and gain a competitive advantage in the market, register to attend 'The Art of Consumer Financing' today!

Who Should Attend?

Owners, Managers, Retail Salesmen

Class Outline

1. Class Mission
2. Financing with Honor
3. Getting Started
4. Financing Strategies
5. Covering the Cost of Financing
6. Winning with Financing
7. Implementation



Scott Tinder has been involved in the HVAC industry since graduating with a business degree from Eastern Washington University in 1988. He has worked with dealers, distributors and manufacturers throughout the United States and Canada to drive profitable growth in their businesses. He brings a genuine passion for helping the companies and individuals he works with to implement and achieve a higher level of success.

Prior to joining BDR, Scott was the United States Director of Sales and Operations for a large Canadian sheet metal manufacturer. Scott also spent 10 years working as a Territory Manager, and later a Regional Sales Manager, at an HVAC distribution company in the Northwest. In the time Scott was there, the distributor went from 10 branches doing \$20m to 20 branches doing \$200m.

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Self-registration: See attached

By registering for this event, you are committing to 2 online sessions

At least 1 day prior to the event start date you will be provided a link with instructions for attending the live online session.

Cancellations must be done 1 week prior to the class date or the company will be billed for any No Shows.



This class is certified for NATE CEUs!

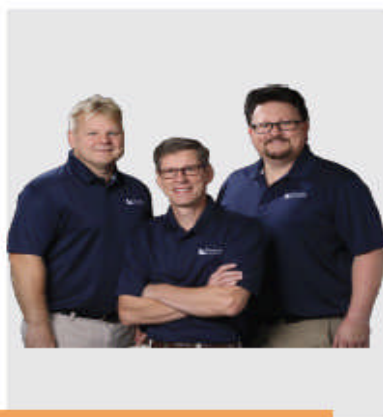




CUSTOMER-DRIVEN CHOICES

Do you give customers what they want? Take a deep dive into communication with your customers.

This seminar is created to help your employees truly understand the important reality of customer-driven choices, and learn how very small changes can have an enormous and profitable impact on your company.



You will learn:

- What it means to provide outstanding customer service.
- What it costs to get new customers.
- The 5 buying principles of every customer.
- How to speak your customers' language.
- What your customers are really buying.
- The 10 things never to say to a customer.
- And much more!

RECOMMENDED FOR SALES AND OFFICE STAFF

You'll start by completing a behavioral communication assessment so you can learn your communication style. Then you'll learn five distinct buying principles customers have during the sales process and four communication styles customers have. This program will help you identify what your potential customer wants and needs during the sales process so they become a customer.

Dates & Times: Tuesday, October 6, 2020 and Wednesday, October 7, 2020
8:00AM to noon EDT each day.
Hours: Factory Course – 8 Hours
Registration
Location: www.hvacpartners.com; MyLearningCenter Virtual Classroom Event 29948
Price: \$375 per Dealer attendee ** Marketing Program Dealers may use vouchers or coop at 100% if available
Instructor: Robert Rusniaczek
CE Contacts: Lauren Harrod * lauren.harrod@carrierenterprise.com * 407-532-7069
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Carlene Reydel-Finkelstein * carlene.reydel-finkelstein@carrierenterprise.com * 954-247-2011
Self Registration: See attached – by registering for this event, you are committing to 2 online sessions.

At least 1 day prior to the event start date you will be provided a link with instructions for attending the live online session.

Top Gun Technician Excellence: Beyond Diagnostics

This is a **LIVE ONLINE COURSE** that consists of 3 five-hour sessions, presented online by BDR

Date: Monday, Tuesday & Wednesday 10/19, 20 & 21/2020
Time: 7:30AM to 1:30PM each day
Location: www.HVACPartners.com [MY] Learning Center Event ID 29947
Hours: 16 NATE & 16 Factory
Price: \$580 **Marketing Program Dealers may use vouchers or coop at 100% if available

Class Description

Top Gun Technician Excellence – Beyond Diagnostics is a three-day team building class that will provide Service Technicians with the “soft” tools to perform their job better. Through a series of breakouts, Technicians will develop improved customer communication skills, learn how to drive customer satisfaction, sales leads, and referrals through a defined service delivery procedure. This process will help Technicians reduce callbacks, improve revenue generation, and increase job satisfaction while increasing their overall value to the company.

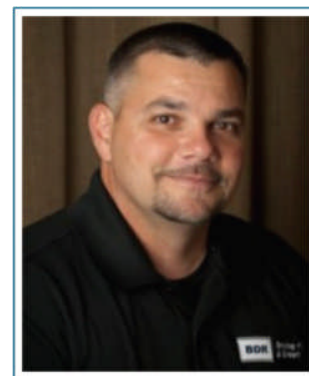
With workers hard to find, companies today must invest in their Technicians to get top-level results and retain team members. Top Gun Technician Excellence is the ultimate workshop for maximizing Technician performance and job satisfaction.

Who Should Attend:

Owners, Service Managers, Service Technicians, Dispatchers

Class Mission

Understand the impact of your role to the company health
Understand the costs to run a profitable service department
Understand the role of “today’s” Service Technician
Identify the traits of “today’s” Service Technician
Identify steps to create long-term clients
Learn effective methods for reducing callbacks
Learn how to increase your value to the company
Learn how to increase your overall job satisfaction
Learn steps to maintain a positive client service attitude
Learn to communicate options with clients in “homeowner” speak
Learn how to guide clients into making a decision
Build professional image in the eyes of your client
Create happy clients, drive positive referrals



Dave Consulo brings a wide range of HVAC experience to his role at BDR as a Trainer. He has helped, installed, and installation team leader experience. He was a sales rep and sales manager. He has worked in or managed the residential, commercial, new construction and replacement markets.

Dave has a HUGE passion for working directly with Service Technicians and Installers on "customer communication and soft-sale" skills.

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Self-registration: See attached
By registering for this event, you are committing to 3 online sessions

At least 1 day prior to the event start date you will be provided a link with instructions for attending the live online session.

Cancellations must be done 1 week prior to the class date or the company will be billed for any No Shows.



This class is certified for NATE CEUs!





Turn to the experts

INFINITY INNOVATIONS®

Your customers can't buy what you don't offer!

Carrier Infinity® systems continue to be an industry leader in innovation and technology. The unique blend of proprietary features makes it one of the best comfort systems available. Unless customers understand all the system benefits, they will not see the value of the Infinity® solution. This class is designed to equip your team with conversational knowledge so they can describe the system using examples the customer will understand and relate to. From comfort consultants, selling technicians, to the person answering the phone at your office, attendees will leave with greater confidence of how to present the Infinity® advantage.

Register today and learn how to tell the Carrier Infinity® story:

- The Carrier Infinity® proprietary technologies and how they set you apart.
- Complete overview of the Carrier Infinity® product line up including the Next Generation Products.
- The importance of offering choices.
- Selling with promotions and financing.
- Overcome objections and close the deal.

Increase your **product mix**,
Increase your **profitability** and
Increase customer **satisfaction** along the way.

Perfect for everyone on your team. Learn how to tell
the story your customers need to hear.



Dates & Times: Wednesday, November 4, 2020 and Thursday, November 5, 2020
8:00AM to noon EDT each day.

Hours: Factory Course – 8 Hours

Registration

Location: www.hvacpartners.com; MyLearningCenter Virtual Classroom Event 29949

Price: \$375 per Dealer attendee **Marketing Program Dealers may use vouchers or coop 100% if available

Instructor: Patrick Chapman

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