

MY LEARNING CENTER TRAINING ANNOUNCEMENT

HVAC Branding & Marketing Fundamentals

Cost: FAD - \$350/ non-FAD - \$375 PP Date: Wednesday, October 23rd, 2019

Hours: 8 FAD Factory Hours

Trainer: Elaina Burdick Wellstead, EB&L Marketing Time: 8:30am-5:00pm (breakfast & lunch provided)

HVAC Branding & Marketing Fundamentals

Course Description:

Let's face it, HVAC is not exactly a "sexy" industry (meaning: consumer interest tends to be low) so you need to be especially strategic about how you market yourself. At the same time, you may not have been trained in how to market your company. Often, busy dealers, like yourself, practice "reactive marketing", instead of developing a plan, calendar and annual budget. This can result in not getting quality leads and referrals, being unsure of the best way to spend marketing dollars, uncertainty about performance of dollars spent, and operating without an annual plan.

In this course you will learn:

- How a solid, recognizable brand is the difference between boldly standing out in a sea of HVAC providers and being just another name on the list.
- How to avoid reactive marketing.
- How to build their customer base using a 7-step process.
- How to create an actionable marketing plan, calendar and budget.

A strategic marketing plan will eliminate reactive marketing, save time & money, and drive leads. Enroll today and take your business to the next level.

Students should bring a laptop or tablet to class!

Training Location
Carrier Enterprise
1370 Park Central Blvd South
Pompano Beach, FL 33064

Dealer:	Acct. #:	Phone:
Contact:	Email:	
Attendee Names:		

Carrier Infinity, Performance and Comfort MP Dealers can use training vouchers if available – one voucher per student.

Contact: Carlene.Reydel-Finkelstein@carrierenterprise.com Office: 954-247-2011

Dealers in the Carrier Infinity, Performance and Bryant Evolution Marketing Programs can coop the cost 50/50 if funds are available.

Self-registration: See next Page

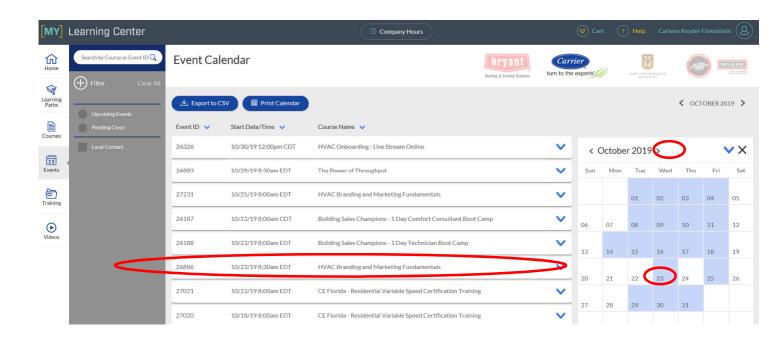
Cancellation must be done 72 hours prior to the date of the class or the company will be billed for any No Shows.



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
- Use the < > month calendar arrows to choose the month of the course.
- Locate HVAC Branding and Marketing Fundamentals
- On the right of the course name click the down arrow Click **REGISTER or REGISTER OTHERS**
- Click Register
- Click **Confirm Registration** If you do not receive a confirmation email, please contact us.







MY LEARNING CENTER TRAINING ANNOUNCEMENT

Peak Performance Selling

Cost: FAD - \$500/ non-FAD - \$525 PP Date: Tuesday, November 19th, 2019

Hours: 8 FAD Factory Hours

Trainer: Monte Lewis, Lewis Associates

Time: 8:30am-5:00pm (breakfast & lunch provided)

Peak Performance Selling

Course Description:

Sales is a challenging way to make a living. Yet like other professions, it has a logical, step- by-step progression. It doesn't have to be difficult or complicated. You work on the fundamentals, over and over again, until they become second nature. Many sales are made or lost as the result of a comfort consultant doing, or failing to do, one small thing. Selling is the transfer of enthusiasm. The more enthusiastic you are about what you are selling, the more customers will sense it and act on it. Mental fitness is your attitude of optimism and self-confidence.

During this workshop, participants learn:

- The sales performance formula & how to uncover customer needs.
- Three market positions.
- Seven ways to develop your credibility.
- How to develop trust and rapport with clients.
- Improving face-to-face selling skills, networking and prospecting strategies.
- Constructing a crisp and organized sales Presentation.

This course will motivate you to be the best salesperson possible. Sign-up for this career changer today!

Training Location
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1370 Park Central Blvd South
Pompano Beach, FL 33064

Dealer:	Acct. #:	Phone:
Contact:	Email:	
Attendee Names:		

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- Locate Peak Performance Selling
- On the right of the course name click the down arrow Click **REGISTER or REGISTER OTHERS**
- Click Register
- Click Confirm Registration If you do not receive a confirmation email, please contact us.

