



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: _____

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

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



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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.

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- Technical Training
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- iSales
- "Master" Sales Training
- Training Materials Catalog

Tests/Certifications

- Controls Expert Training
- BAS University

Welcome

Carlene Reydel-Finkelstein
Florida Distribution, Orlando, FL

MY PROFILE

MY TOTAL HOURS

SETTINGS

Need Help

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New 2018 Dealer Classroom Courses!

Looking for NEW Training to Schedule for this Fall? Some of My Learning Center's most popular Training Partners have new courses ready just in time for your fall scheduling. Full descriptions of the courses, pricing, and other information can be found by clicking on the links below. Secure your dates today for these all new Factory FAD credit training courses!

HVAC Onboarding - Grundy & Associates (8 Hours) - [View Video](#)

HVAC Sales Mastery - Grundy & Associates (12 Hours) - [View Video](#)

Successful Developing & Managing Employees - ROR (8 Hours)

Business Owner's Bootcamp - Service Business Evolution (8 Hours)

CSR: Leader in Display - Grundy & Associates (14 Hours)

Start Design for Profit & Efficiency - ROR (14 Hours)

Strategic Time Management - Lewis Associates (8 Hours)

Territory Manager University Fall 2018 Now Enrolling! Invest in the success of your Territory Managers! Previous attendees have reported robust results in territory improvement including recruiting, loyalty, and dealer growth. *Class size is limited, so enroll today!*

Sales College: January 20-31, 2019

Dealer Recruitment: September 25-27, 2018

Technical and Product College: November 12-14, 2018

Dealer Business Acumen: December 25-26, 2018

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Upcoming Events

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Event Calendar

Export to CSV Print Calendar

Event ID	Start Date/Time	Course Name
26326	10/30/19 12:00pm CDT	HVAC Onboarding - Live Stream Online
26883	10/29/19 8:30am EDT	The Power of Throughput
27231	10/25/19 8:00am EDT	HVAC Branding and Marketing Fundamentals
26187	10/23/19 8:00am CDT	Building Sales Champions - 1 Day Comfort Consultant Boot Camp
26188	10/23/19 8:00am EDT	Building Sales Champions - 1 Day Technician Boot Camp
26886	10/23/19 8:30am EDT	HVAC Branding and Marketing Fundamentals
27021	10/23/19 8:00am EDT	CE Florida - Residential Variable Speed Certification Training
27020	10/18/19 8:00am EDT	CE Florida - Residential Variable Speed Certification Training

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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!

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26327	11/25/19 12:00pm CST	HVAC Onboarding - Live Stream Online
26875	11/22/19 8:00am EST	CE Florida - Residential Gas Furnaces I - Installation & Basic Operation
24576	11/21/19 8:00am EST	CE Florida - Variable Refrigerant Flow (VRF)
26874	11/21/19 8:00am EST	CE Florida - Residential Gas Furnaces I - Installation & Basic Operation
27026	11/21/19 8:00am EST	CE Florida - Ductless Systems (DLS)
27042	11/21/19 8:00am EST	The New Supervisor
24574	11/20/19 8:00am EST	CE Florida - Ductless Systems (DLS)
26190	11/20/19 8:00am EST	Business Owners Boot Camp
26191	11/20/19 8:00am EST	Building Sales Champions - 1 Day Comfort Consultant Boot Camp
26896	11/20/19 8:30am EST	The New Supervisor
27025	11/20/19 8:00am EST	CE Florida - Ductless Systems (DLS)
26889	11/19/19 8:30am EST	Peak Performance Selling

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