



## MY LEARNING CENTER TRAINING ANNOUNCEMENT

# HVAC Branding & Marketing Fundamentals

**Cost: FAD - \$475/ non-FAD - \$475 PP**

**Date: Friday, October 25th, 2019 Hours: 8**

**FAD Factory Hours**

**Trainer: Elaina Burdick Wellstead, EB&L Marketing**

**Time: 8:00am-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  
2000 Park Oaks Ave  
Orlando, FL 32808**

**Dealer:** \_\_\_\_\_ **Acct. #:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Attendee Names:** \_\_\_\_\_

**Contact: [Lauren.Harrod@carrierenterprise.com](mailto:Lauren.Harrod@carrierenterprise.com) Office: 407-532-7069**

**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.**



turn to the experts™



**WHATEVER IT TAKES.**

## 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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- Controls Expert Training
- BAS University

Welcome

Carlene Reydel-Finkelstein  
Florida Distribution  
Orlando, FL

MY PROFILE

MY TOTAL HOURS

SETTINGS

1 Need Help

2 Contact Us

**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 F&D or self training courses!

HVAC Onboarding - (Grandy & Associates (8 Hours)) - [View Video](#)  
 HVAC Sales Mastery - (Grandy & Associates (12 Hours)) - [View Video](#)  
 Successful Developing & Managing Employees - (EOR (8 Hours))  
 Business Owner's Handbook - (Service Business Evolution (8 Hours))  
 CSR - Leader in Dispute - (Grandy & Associates (16 Hours))  
 Best Design for Profit & Efficiency - (EOR (16 Hours))  
 Strategic Time Management - (Lewin Associates (8 Hours))

**Territory Manager University Fall 2018 New Enrolling!** Invest in the success of your Territory Manager! Proven attendees have reported robust results in territory improvement including recruiting, loyalty, and dealer.

**RECRUITING MANAGER - growth. Class size is limited, so enroll today!**

Sales Culture: August 28-31, 2018  
 Dealer Recruitment: September 25-27, 2018  
 Technical and Product College: November 12-14, 2018  
 Dealer Business Academy: December 10-14, 2018

Request a New Course

Classroom Course Catalog

**Upcoming Events**

Training History

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Company Hours

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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

< OCTOBER 2019 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	<b>23</b>	24	25	26
27	28	29	30	31		



## MY LEARNING CENTER TRAINING ANNOUNCEMENT

# The New Supervisor

**Cost:** per person \$500 FAD/ \$525 non-FAD

**Date:** November 21, 2019 in Orlando

**Hours:** 8 FAD Factory Hours

**Trainer:** Monty Lewis, Lewis Associates - monte@lewisadvantage.com

**Time:** 8:00am - 4:00pm - (breakfast & lunch provided)

### Course Description

One of the top challenges for the HVAC business today is to get the next generation ready to assume roles in management. This workshop is designed for the newly assigned supervisor or for the worker that is demonstrating management potential.

### As a result of this workshop, participants will be able to:

- Recite four management styles that reflect worker readiness.
- Define three management practices that creates accountability and ownership.
- Share the three qualities of the best managers.
- Practice the skills of giving workers feedback, i.e. constructive criticism.
- Communicate effectively with workers, particularly the new modern younger worker.
- List the three principles of creating a peak performance work environment.

Get your new or future supervisors ready by signing them up for the course.

### Training Locations:

Thursday, November 21, 2019  
CE Orlando  
2000 Park Oaks Ave.  
Orlando, FL. 32808

Dealer: \_\_\_\_\_ Acct. #: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Names: \_\_\_\_\_

**Contact:** [Lauren.Harrod@carrierenterprise.com](mailto:Lauren.Harrod@carrierenterprise.com) / 407-532-7069

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

Carrier Infinity & Performance and Bryant Evolution Marketing Dealers may use coop dollars, if funds are available.

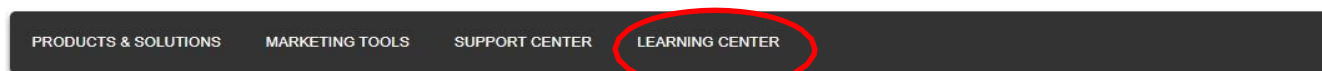
**Self- registration: See next page**

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 (Residential Training)**
- 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 New Supervisor**
- On the right of the course name click the down arrow - Click **REGISTER**
- Select Register Myself or Others and **ADD TO QUEUE**. Click **Confirm Registration**
- **Confirm Registration** – If you do not receive a confirmation email, please contact us.
- 



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### Event Calendar

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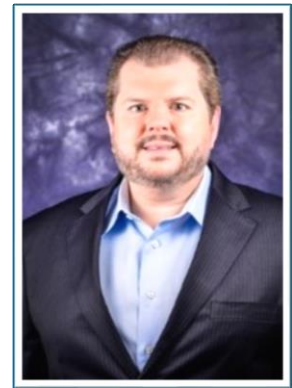
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Event ID	Start Date/Time	Course Name	City/State	Hours	
26191	11/20/19 8:00am EST	Building Sales Champions - 1 Day Comfort Consultant Boot Camp	Knoxville, TN	8	
26896	11/20/19 8:30am EST	The New Supervisor	FL, Myers, FL	8	
27042	11/21/19 8:00am EST	The New Supervisor	Orlando, FL	8	
26327	11/25/19 12:00pm CST	HVAC Onboarding - Live Stream Online	Green Bay, WI	8	

# Managing & Retaining Long-term Employees

**Date & Time:** Wednesday December 11<sup>th</sup>, 2019 from 8:00am- 4:00pm

**Location:** CE Orlando: 2000 Park Oaks Ave. Orlando, FL 32808



## Class Description

For a business to grow and reach its potential, it must have stable, productive, long-term employees. If our industry can improve the way we manage the employees, we can reduce turnover and our companies will be able to reach their potential.

Finding, recruiting, and hiring are the first steps in building an effective team that are covered in BDR's Recruiting and Retaining Great Employees class. **Managing & Retaining Long-term Employees** covers the next steps for maximizing company and team member performance by showing how to successfully manage and develop employees once they are onboard. This class also covers human resources and processes needed to support employee development and protect the company.

By attending this class, Owners and Managers will learn how to develop processes to successfully manage employees on a daily, weekly, and yearly basis. Attendees will also learn how to develop long term career paths for their field workers (Installers and Service Technicians) from entry level through Master Level, including operational details of how and when to train them.

*This class is led by an instructor who is a successful business owner as well as a Certified Senior Professional in Human Resources.*

**Aaron Schuh** is the Founder of Recruit4Business and a certified Senior Professional in Human Resources (SPHR).

With over 20 years plus in business, Aaron's experience as a "real word executive" makes him a celebrated speaker on HR practices and policies. His extensive background in many different industries lends to his proven success in evaluating, recognizing & placing only the best & brightest job candidates.

## Class Mission

- Construct and implement strategies to retain and grow your employees
- Understand how to protect yourself from employee legal problems
- Identify the proper material to include in a policy
- Create career paths for
- Create and maintain a policy manual for your business
- Learn the best practices in Human Resources and adapt them for your company
- Understand and apply effective ways to manage your employees

## Sign-Up Details

### Price

- \$500 FAD & non- FAD

### Contact

- Lauren Harrod  
407-532-7069  
Lauren.Harrod@carrier  
enterprise.com

## Who Should Attend

Owners, Managers





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Event ID

Start Date/Time

Course Name

City/State

Hours

26191	11/20/19 8:00am EST	Bulldog Series Champions - 1 Day Comfort & Confidence Boot Camp	Knoxville, TN	8	
26396	11/20/19 8:30am EST	The New Supervisor	Ft. Myers, FL	8	
27042	11/21/19 8:00am EST	The New Supervisor	Orlando, FL	8	
26327	11/25/19 12:00pm CST	HVAC Onboarding - Live Stream Online	Green Bay, WI	8	