



MY LEARNING CENTER TRAINING ANNOUNCEMENT

Carrier Infinity Innovations

Cost Per Person: *\$500 FAD / \$525 NONFAD

Hours: 8 CFAD Factory Hours

Trainer: Grandy and Associates

Date: Wednesday, March 18th, 2020

Time: 8:30am-4:30pm (breakfast & lunch provided)

Course Description: Carrier Infinity technology has been around for a long time but are you telling the story in the way your customers need to hear it? Your customers want to buy these products, but you must let them know what you have to offer. If they don't understand the differences, then you are the same as everyone else...and if there is no difference, then all you have left to sell is price. Register today and learn how to tell the Carrier Infinity story.

You will learn:

- The Carrier Infinity proprietary technologies and how they set you apart.
- How to explain these technologies to your customer.
- Terminology and what the customer hears when you use it.
- Complete overview of the Carrier Infinity product line up.
- The impact of offering choices on your bottom line.
- The five customer buying principles and how to dominate them.
- The importance of telling the entire Infinity story.

If you want to recommend a product that is a true game-changer, and has unique benefits for your customer, join us for this innovative course.

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

Dealer: _____ **Acct. #:** _____ **Phone:** _____

Contact: _____ **Email:** _____

Attendee Names: _____

Contact: Carlene Reydel-Finkelstein, carlene.reydel-finkelstein@carrierenterprise.com 954-247-2011

Marketing Program Dealers may use training vouchers if available

*** Infinity Program dealers receive 4 training vouchers * Comfort Program dealers receive 1 training voucher**

*

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 Carrier My Learning Center**
- Select the **Upcoming Events** category at the bottom
- At the top click on the **Upcoming Events, Show Calendar**
- Select the month and date and/or scroll till you see the class
- On the right of the course name click the down arrow - Click **REGISTER**
- **Confirm Registration** – If you do not receive a confirmation email, please contact us.

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21247	2/1/18 8:00am EST	CE Florida - Residential Controls	▼
21379	2/5/18 8:00am EST	CE Florida - Residential Variable Speed Certification Training	▼
20851	2/6/18 8:00am EST	HVAC Sales Mastery	▼
21222	2/6/18 8:00am EST	CE Florida - Residential Air Flow Design & Distribution	▼
21250	2/6/18 8:00am EST	CE Florida - Residential Variable Speed Fan Coils	▼
21378	2/6/18 8:00am EST	CE Florida - Residential Variable Speed Certification Training	▼

February 2018

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MY LEARNING CENTER TRAINING ANNOUNCEMENT

Customer Driven Sales-Selling Up, Selling More

Cost Per Person: *\$500 FAD / \$525NONFAD

Hours: 8 CFAD Factory Hours

Trainer: Grandy and Associates

Date: Wednesday, April 1st, 2020

Time: 8:30am-4:30pm (breakfast & lunch provided)

Course Description

Previously titled: **Customer Driven Choices - Giving Customers What They Want**

Your customers are the lifeblood of your company. It is imperative that you make them feel like they are your most important customer – because to them, they are. Customer Driven Choices was created to help your employees truly understand this important reality and learn how very small changes can have an enormous and profitable impact on your company.

The agenda for the course includes the following topics:

- Customers are your most valuable resource, calculate the recruitment cost.
- Explore the five buying principles of your customers.
- Best, Better, Good and creating a win-win situation.
- Recommend the best – don't your customers deserve it.
- 10 Things never to say to a customer.

Caution: The concepts explored in this class may result in increased sales, improved mix, leaps in net profit margins, and happy, loyal customers. Why would you miss it?

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