



## MY LEARNING CENTER TRAINING ANNOUNCEMENT

**Cost:** Non-FAD \$500 PP, FAD \$475 PP

**Date:** October 6, 2020 (Tuesday) – Tampa (Ybor)

**Date:** October 7, 2020 (Wednesday) – Ft. Myers

**Hours:** 8 FAD Factory Hours

**Trainer:** Bill Kinnard, Grandy & Associates

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

### Customer Driven Sales – Selling Up, Selling More

#### Course Description

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?

#### Training Locations – circle one

**Carrier Enterprise- Tampa (Ybor)**  
**1802 Grant Street – Suite 100**  
**Tampa, FL 33605**

**Fairfield Inn by Marriott**  
**7090 Cypress Terrace**  
**Ft. Myers, FL 33907**

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

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

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

**Contact:** [Donna.Pennachiette@carrierenterprise.com](mailto:Donna.Pennachiette@carrierenterprise.com) **Office:** 813-242-7762

Carrier Custom, Infinity and Comfort program dealers can use training vouchers if available – one voucher per student.  
Dealers in a marketing program that earns advertising funds 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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- Click **Access Carrier or Bryant 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 **Customer Driven Sales – Selling Up, Selling More**
- 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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Event ID	Start Date/Time	Course Name	City/State	Hours	
19409	10/11/17 9:00am CDT	Maximize Profits Through Lifetime Clients: Residential Maintenance	Baton Rouge, LA	16	▼
19409	10/11/17 8:00am EDT	Building Sales Champions - 1 Day Comfort Consultant Boot Camp	Tampa, FL	8	▼
19431	10/12/17 8:00am EDT	Building Sales Champions - 1 Day Technician Boot Camp	Tampa, FL	8	▼
19069	10/17/17 8:30am EDT	Generational Selling: Marketing To The Next Generation	N. Charleston, SC	8	▼
19070	10/18/17 8:30am EDT	Generational Selling: Marketing To The Next Generation	Charlotte, NC	8	▼

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## MY LEARNING CENTER TRAINING ANNOUNCEMENT



**Cost:** Non-FAD \$500 PP, FAD \$475 PP

**Date:** October 21, 2020 (Wednesday)

**Hours:** 8 FAD Factory Hours

**Trainer:** Cory Holman, Service Business Evolution (SBE)

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

### One Day SUPERCHARGED Building Sales Champions for Sales People

#### Course Description:

The way we deliver 100% customer satisfaction changed dramatically after 2008. Proactive customers changed the way they think about how they buy new air conditioning and heating systems. Resistance & price sensitivity went up, trust & general willingness to spend money went down. The problem - The way our industry trains sales people to communicate with customers failed to evolve and adjust to this new reality. Service Business Evolution's 1 Day Sales Boot Camp – solves this problem.

#### You will learn how to:

- Consistently make a great first impression.
- Gain the customer's permission to get them involved.
- Build trust by asking great questions.
- Differentiate yourself from your competition.
- Build value that allows you to close more sales.
- Develop a customer relationship leading to increase referrals.

**Who should attend:** Perfect for both new and existing Comfort Consultant Sales Champions.

**Why attend?** This class will rejuvenate, motivate, inspire and re-focus your Comfort Consultants in this 1 Day Boot Camp.

**Training Location**  
**Carrier Enterprise- Ybor**  
**1802 Grant Street – Suite 100**  
**Tampa, FL 33605**

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

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

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

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