

#### MY LEARNING CENTER TRAINING ANNOUNCEMENT

# **Art of Financing**

Cost: per person \$475 FAD/ \$500 non-FAD

Dates: Thursday, April 25th

**Hours: 8 FAD Factory Hours & 8 NATE Hours** 

**Trainer: Scott Tinder, BDR** 

Time: 8:30AM - 4:30PM (breakfast & lunch provided)

#### **Course Description:**

According to a recent report, less than 50% of all Americans have \$5,000 in their savings! How are you broaching the financing topic with your potential customers? The Art of Financing teaches dealers the fundamentals of how to implement retail financing practices in their business, including how to cover fees and stay competitively priced in their market. Attendees will learn various financing strategies and find out how financing can help increase their revenue and help close more sales.

The course will cover:

- Financing with Honor
- Getting Started
- Financing Strategies
- · Covering the Cost of Financing
- Winning with Financing
- Implementation

Does your company have a strong financing strategy that is transparent to your residential sales team? Enrolling in this course might be the first step to increased sales and profits!

#### **Training Location:**

Thursday April 25th, 2019 Carrier Enterprise 1370 Park Central Blvd South Pompano Beach, FL 33066

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

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

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

Carrier Infinity, Performance, Comfort 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.



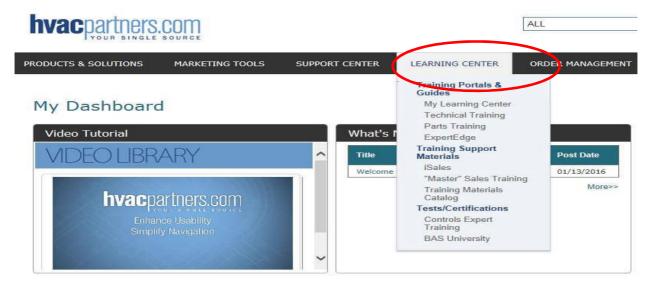


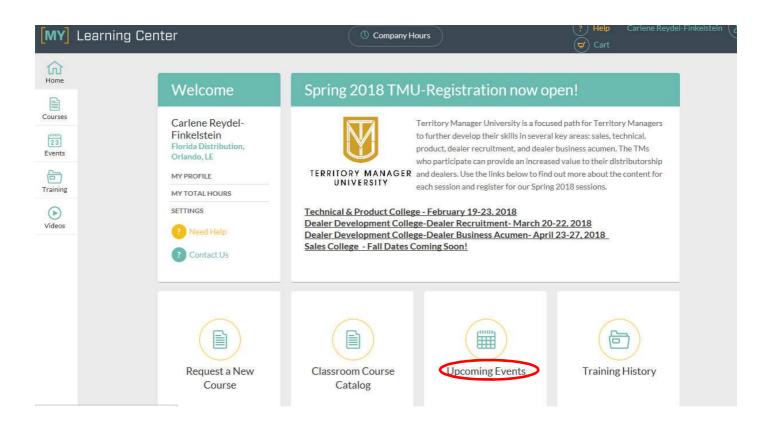


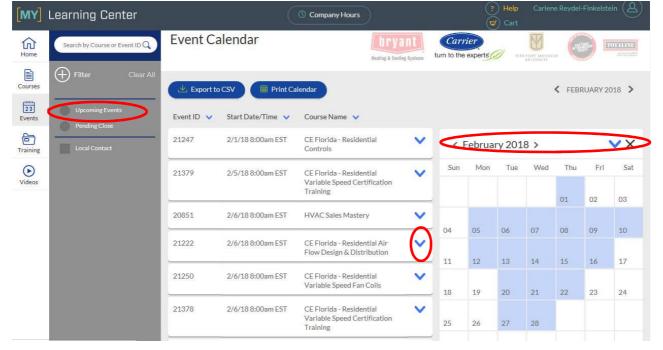


# **Register through My Learning Center**

- Log into HVACpartners.com
- From the Learning Center menu select My Learning Center
- Click Access Carrier and/or Bryant 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.







# CE

### MY LEARNING CENTER TRAINING ANNOUNCEMENT

# Internet Lead Generation

Cost: per person \$425 FAD / \$450 non-FAD

Dates: Thursday, April 11th Hours: 8 FAD Factory Hours Trainer: Jack Nagy MTA 360

Time: 8:30AM - 4:30PM (breakfast & lunch provided)

**Course Description:** Getting your message to potential customers using the internet can be challenging at best. Navigating the maze of social media outlets can also be very problematic. This course will help you understand the importance of the internet to your business, explain social media, and help you plan a workable social media strategy. We will help you see what to look for when optimizing your website.

#### **Topics for discussion include:**

- The importance of a positive internet presence.
- The basics of social media.
- Developing a social media strategy.
- The features all websites should have.
- · Defining Search Engine optimization.
- Developing a SEO Strategy.

Enroll all those in your organization that drive or who are impacted by your internet marketing strategy.

#### **Training Location:**

Carrier Enterprise Thursday April 11th, 2019 1370 Park Central Blvd South Pompano Beach, FL 33066

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

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

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