

TRANE BOOT CAMP AGENDA

Day 1

Morning:

- Industry Opportunity
- Introductions
- Trane Boot Camp Overview
- No Pressure Selling[®] Process Overview
- Pre-Call Process
- Arrival and greeting

Afternoon:

- Discovering Opportunities (Comfort Concerns List[©])
- Comfort Concerns List[©] Skills Practice
- In-Home Comfort Survey
- Company Profile Book
- Review of Homework

Day 2

Morning:

- Selecting A Solution
- Building the Proposal
- Financing
- Estimated Energy Savings[©]
- Differentiation

Afternoon:

- Presenting Benefits
- No Pressure Closing
- No Pressure Presentation Skills Practice
- Review of Homework

Day 3

Morning:

- Introduction to Objections (3 D's)
- Stall Objections
- Price Objections
- Affordability Objections

Afternoon:

- Comparison Objections
- Price-Comparison Objections
- Post-Appointment Process
- Importance of Referrals
- Complete Overview of No Pressure Selling[®] Appointment
- Review of Homework

Day 4

Morning:

- Final Skills Practice

Afternoon:

- Final Skills Practice
- Quantifying Your Opportunity
- Trane Boot Camp Wrap-Up