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THE **ACT** GROUP INC.
Increased Profits Through Knowledge™

TRANE BOOT CAMP

The ultimate sales training course designed specifically to sell high-margin, high-efficiency Trane comfort systems.

- **DISCOVER HOW EASY IT IS TO SELL VARIABLE SPEED PRODUCTS, ACCESSORIES, AND WARRANTIES BECAUSE OF THE VALUE THEY PROVIDE.**
- **MAKE “SELLING ON PRICE” A THING OF THE PAST.**
- **INCREASE YOUR CLOSING RATIO AND AVERAGE SYSTEM SELLING PRICE WITH THESE THREE SIMPLE TOOLS:**
 - **COMFORT CONCERNS LIST®** - LEARN TO ASK THE RIGHT QUESTIONS TO DISCOVER YOUR CUSTOMER'S NEEDS AND DESIRES. HELP YOUR CUSTOMERS SELL THEMSELVES.
 - **ESTIMATED ENERGY SAVINGS®** - AN EASY TO USE TOOL TO SHOW THE ADVANTAGE OF HIGH-EFFICIENCY PRODUCTS.
 - **WHEEL OF VALUE®** - LEARN TO LOCK OUT THE COMPETITION WITH THE FOUR THINGS YOUR CUSTOMER'S NEED, AND YOUR COMPETITION CAN NEVER PROVIDE.
- **LEARN A SIMPLE PRESENTATION THAT MAKES GAINING YOUR CUSTOMER'S APPROVAL AND CLOSING THE SALE A SNAP**
- **LEARN TO ASK THE 2 SIMPLE QUESTIONS THAT ELIMINATE MORE THEN 50% OF OBJECTIONS**
- **RECEIVE ESSENTIAL PRESENTATION PAGES READY TO BE USED IN YOUR CUSTOMER'S HOME TO BUILD VALUE AND HELP CLOSE SALES**



It's Hard To Stop A Trane.®

Contact your Territory Manager
for availability, or call The **ACT** Group, Inc. at:

(800) 515-0034

www.NoPressureSelling.com

TRANE BOOT CAMP

OUTLINE OF COURSE CONTENT

No Pressure Selling® Overview

- **UNDERSTANDING TODAY'S CONSUMERS**
- **ASKING THE RIGHT QUESTIONS**
- **LISTENING EFFECTIVELY**
- **VALUE VS. PRICE**
 - **THREE RULES FOR SELLING BASED ON VALUE INSTEAD OF PRICE**
 - **HOW TO CREATE VALUE WITH THE BENEFITS OF THE SOLUTION YOU OFFER**
 - **PRICE IS ONLY A DETAIL ... VALUE IS WHAT DETERMINES THE OUTCOME OF THE SALE**

No Pressure Selling® Process

- **DISCOVERING OPPORTUNITIES**
 - **COMFORT CONCERNS LIST®**
 - **PINPOINTING NEEDS**
 - **FOCUS YOUR SURVEY ON MAKING YOUR CUSTOMER'S LIFE BETTER**
- **PRESENT BENEFITS**
 - **COMFORT SYSTEM**
 - **YOUR UNIQUE SOLUTION**
- **GAIN COMMITMENT**
 - **TWO MAGIC QUESTIONS®**
 - **ASK FOR THE SALE EFFECTIVELY**

No Pressure Selling® Sales Call

- **HOW TO BUILD RAPPORT**
- **HOW TO ASK THE RIGHT QUESTIONS**
- **HOW TO HELP THE CUSTOMER "SELL THEMSELVES"**
- **HOW TO PROVIDE THE ABSOLUTE BEST SOLUTIONS TO CUSTOMERS COMFORT ISSUES**
 - **PHYSICAL COMFORT**
 - **EMOTIONAL COMFORT**
 - **FINANCIAL COMFORT**

No Pressure Selling® Presentation

- **THE VALUE OF YOUR COMPANY**
 - **HOW TO BUILD VALUE AROUND YOUR COMPANY**
 - **HOW TO DIFFERENTIATE YOURSELF FROM THE COMPETITION**
- **THE VALUE OF YOUR INSTALLATION**
 - **HOW TO BUILD VALUE AROUND THE JOB YOU PERFORM**
 - **WHAT YOU NEED TO DO THAT REALLY "GOES THE EXTRA MILE"**
- **THE VALUE OF THE TRANE BRAND**
 - **HOW TO BUILD VALUE WITH THE PRODUCTS YOU SELL**
 - **PRESENT THE UNIQUE BENEFITS OF THE TRANE PRODUCT LINE**
- **THE VALUE OF BUYING FROM YOU**
 - **HOW TO BUILD VALUE AROUND YOURSELF**
 - **PRESENT THE BENEFITS OF BEING A CONSULTANT, NOT A SALESMAN**
 - **SHOW HOW BUYING FROM YOU IS THE ULTIMATE UNIQUE BENEFIT**
- **ESTIMATED ENERGY SAVINGS®**
 - **HOW TO USE AND HOW NOT TO USE ENERGY SAVINGS**

DEALING WITH OBJECTIONS

- **WHAT TO DO WHEN YOU HEAR:**
 - **"THE PRICE IS TOO HIGH"**
 - **"WE'RE NOT IN A HURRY"**
 - **"WE NEED ANOTHER BID"**
 - **"WE'VE FOUND THAT CHEAPER SOMEWHERE ELSE"**
 - **"WE CAN'T AFFORD IT"**
 - **"WE NEED TO THINK ABOUT IT"**
- **CLASS SUGGESTED OBJECTIONS**

DAILY ROLE PLAY SCENARIOS

- **REINFORCE YOUR SKILLS WITH ROLE PLAYS OF EVERYDAY SALES SITUATIONS**
- **GAIN CONFIDENCE AND SHARPEN YOUR SKILLS IN A RELAXED ENVIRONMENT**