



C.A.R.E.-Seeds or Leads Registration Form



Date April 18-20, 2011; 9 am-5 pm daily
April 18 is for owner/service manager/dispatcher
April 19-20 is for service technician. The same technician attends both days.

Where W&B University Training Room (2nd Floor)
3870 New Getwell Road
Memphis, TN 38118

Instructor Steve Hughes of The ACT Group

About the Workshop

Please check out page 3-4 to review the comprehensive program that will teach the owner/service manager/dispatcher how to lay the foundation for a successful service department and teach the technician the tools, skills and confidence they need to generate leads with a process that is No Pressure for both the technician and homeowner.

Each Participant Needs To Bring

Pen, paper, and copy of current maintenance agreement

Attire Recommendation

Business casual

Each Participant Will Receive

Light breakfast, snacks, beverages, and lunch will be provided each day. Each participant will receive a guide that includes service ticket template, technician comfort concerns list, tech tracking wall sheet, simplified presentation binder, cookbook pricing template, and more.

Workshop Fee (Fee is non-refundable and 50% co op)

- Trane Dealer Technician \$698. **With 50% co op, it will only costs \$349**
- Trane Comfort Specialist Technician \$598. **With 50% co op, it will only costs \$299**
- Owners/Service Managers/Dispatchers \$125. **FREE if you have at least one technician attend both days of training**

*If you are the owner and technician in your Dealership, then you will only pay for the technician workshop fee.

Sign up soon!! Class size is limited to 30 participants each day.

Early Bird Special: Sign up by March 18th and receive \$50 off training fees. With 50% co op, fees are now \$299 per person for Trane Dealer Techs, and \$249 per person for Trane Comfort Specialist Techs.

Lodging

Please call Tina if you would like to stay in Memphis during the training. Participants will be staying at the Holiday Inn on 5795 Poplar Avenue; Memphis, TN 38119. Hotel costs is \$90 per night plus taxes and are 50% co op.

Registration Form**Service Technician #1**

Name _____ Company Name _____

Phone number _____ Email address _____

Service Technician #2

Name _____

Phone number _____ Email address _____

Owner/Service Manager/Dispatcher

Name _____

Phone number _____ Email address _____

Payment (Please select one)

- Check enclosed (payable to Woodson & Bozeman) Bill my account

With 50% co op: \$349 per person for Trane Dealer Technician; \$299 per person for Trane Comfort Specialist Technician; FREE for Owners/Service Managers/Dispatchers if you have at least one technician attend both days of training

Sign up soon!! Class size is limited to 30 participants each day. Every Dealership has at least one technician who can benefit from this new workshop. Please make sure you have your top technician attend this class. Every Dealership can only send two technicians.

Please complete and fax or mail registration form to

Tina Tran no later than April 4, 2011.

Fax is 901-259-6863 • Phone is 901-259-6855 • 3870 New Getwell Memphis, TN

Seeds or Leads



A 3-day Course Designed to Increase Technician Confidence, Homeowner Satisfaction and Retail Opportunities

The No Pressure® way to generate better leads, not wait for them to happen

Technicians are face to face with more customers every day than anyone else in your organization. There's nobody on your team that homeowners trust more than their technician.

The new Seeds or Leads program will give technicians the tools, skills, and confidence they need to generate leads with a process that is No Pressure® for both the technician and homeowner.

Tech generated leads...

- ✓ Are less likely to shop
- ✓ Already know you
- ✓ Already know your technician
- ✓ Have a need
- ✓ Own their home
- ✓ Can probably get the money

Seeds or Leads® Process

Step 1: Transition

- Identify the problem and the cost
- Express concerns
- Get permission to ask questions

Step 2: Ask Questions

- Technician specific Comfort Concerns List®
- Record conversation on service ticket
- Repairs, hot/cold spots, heating, dust/allergies, noise, etc.

Step 3: Make a Recommendation

- No Pressure®
- Based on what "you said"
- Address concerns and set appointment

**Owners/Managers/Dispatchers:
April 18, 2011: Memphis, TN**

**Technicians:
April 19-20, 2011: Memphis, TN**

To register or find out more about Seeds or Leads, contact your Territory Manager or call

**Tina Tran:
(901) 259-6855**

100/35/15: You do the Math

Calls/Day	5
Total Calls/Week	25
Total Calls/Month	100
Opportunities	50
Time to Listen	40
Significant Problems	30
Monthly Qualified Appointments	15

THE ACT GROUP INC.
Increased Profits Through Knowledge™

www.NoPressureSelling.com

Seeds or Leads

Day 1: Laying the Foundation *Owners/Managers/Dispatchers*

Focus on company culture

- ✓ Industry trends
- ✓ 3 keys to growth
- ✓ Tech lead vs. referral
- ✓ Becoming a retailer
- ✓ Culture of replacement
- ✓ Consumer financing
- ✓ Setting goals
- ✓ Driving Referrals



Managing the process

- ✓ What is replacement opportunity?
- ✓ Managing expectations
- ✓ Establishing a team
- ✓ Defining roles
- ✓ Discretionary dispatching
- ✓ Follow-up timeline

Implementation and execution

- ✓ Recognize
- ✓ One-Minute review
- ✓ Reward
- ✓ Follow-up timeline

All New Tools

Service ticket template



Reduce “free” call-back repairs by documenting concerns correctly the first time

Technician Comfort Concerns List



Shortened list of questions keeps the friendly conversation in the technician’s comfort zone

Tech tracking wall sheet



Because technicians already have built trust and rapport, the presentation moves quicker

Day 2-3: Developing Your No Pressure® Process *Technicians/Selling Technicians*

Culture of Replacement

- ✓ What is comfort?
- ✓ Technical side of comfort
- ✓ Repair vs. Replace

Understanding our Customers

- ✓ What is comfort to a customer?
- ✓ Delighting Customers vs. Customer Satisfaction
- ✓ Giving our customers options

Making the right recommendation

- ✓ Setting an appointment for Energy Consultant
- ✓ Accessories
- ✓ Planned maintenance
- ✓ Replacement

Setting the appointment (*lead generating techs*)

- ✓ Based on what you said
- ✓ Addressing concerns:
 - “we’re too busy”
 - “How much does this cost?”
 - “What would you do?”
 - “Can you give me a price?”
 - “Why does the visit take so long?”

Goal Setting

- ✓ What will you do when you get home

