

PEAK PERFORMANCE SELLING

For HVAC Owners, Managers, Salespeople and Service Technicians

Sales Performance

Sales is a challenging way to make a living. Yet like other professions, it has a logical, step-by-step progression. It doesn't have to be difficult or complicated. You work on the fundamentals, over and over again, until they become second nature.

Face-to-face Skills

Many sales are made or lost as the result of a sales rep doing, or failing to do, one small thing. Customers assume that a poor sales effort is indicative of poor products or services. They are looking for indications that you are either the right or wrong company to do business with.

Staying Motivated

Selling is the *transfer of enthusiasm*. The more enthusiastic you are about what you are selling, the more customers will sense it and act on it. Mental fitness is your attitude of optimism and self confidence.



Kitchen Table Selling

Top HVAC sellers establish rapport early and build high levels of trust in the course of a sale. They identify homeowner needs and show how their products and services solve the customer's objectives. Customers respect these sellers and are willing to follow their recommendations.

This program focuses on uncovering customer needs. Participants learn: the sales performance formula, prospecting strategies, having a crisp and organized sales presentation, ways to develop credibility and build rapport with clients, and keeping organized and motivated.

"Enjoyed the class. Good class for an up and coming salesperson, and also to keep companies up to date."

"Thank you very much, Monte. Great course! I learned a ton. We will implement many of these strategies in the coming weeks."

"Very informative. Great information. Instructor has a great attitude!"