



Max Profit Selling Registration Form



Date March 2-3, 2010
Time 8:00 a.m. to 5:00 p.m. everyday
Location Woodson & Bozeman University
 3870 New Getwell Road
 Memphis, TN, 38118
Instructor Jim Hamlin of ACT Group
What you need Pen and paper. Dress like you would for a sales call.
Participant Owners, managers, and comfort consultants

Early Bird Special
 \$345 for Dealer
 \$245 for TCS
 \$195 for RSP
 25 person max
 Sign up by 2/12

About the training This 2 day workshop is the perfect introduction or refresher course to the 4 day Trane Boot Camp we hosted in January 2009. The participant will 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, and increase his/her closing ratio and average system selling price with these three simple tools.

1. Comfort Concerns List®-Learn to ask the right questions to discover the customer's needs and desires. Help your customers sell themselves.
2. Estimated Energy Savings®-An easy to use tool to show the advantages of high-efficiency products.
3. Wheel of Value®-Learn to lock out the competition with the four things your customers need and your competition can NEVER provide.

The participant will also create a simple presentation that makes gaining your customer's approval and closing the sale a snap. Finally, he/she will learn to ask the two simple questions that eliminate over 50% of all objections.

Lodging Please call Tina Tran at 901-259-6855 if you like to stay in Memphis during the workshop.

Training fee is non-refundable and 50% co op (Please select one)

- \$395 for Trane Dealers
- \$295 for Trane Comfort Specialist Dealer
- \$245 for eligible Retail Sales Professional (RSP)

Payment (Please select one)

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

Participant's Name _____ **Position** _____
Company Name _____
Phone number _____ **Email address** _____

Please complete and fax or mail registration form to Tina Tran no later than February 17, 2010.
 Fax is 901-259-6863 • Phone is 901-259-6855 • 3870 New Getwell Memphis, TN 38118