

Leave Your Competition in the Dust!

Performance-Based Selling™ Bootcamp

Invest three days in learning a revolutionary sales process that will help you achieve the business results you've always dreamed of. Taking this class is the first step in creating a high performance sales team, with better closing rates and more delighted customers.

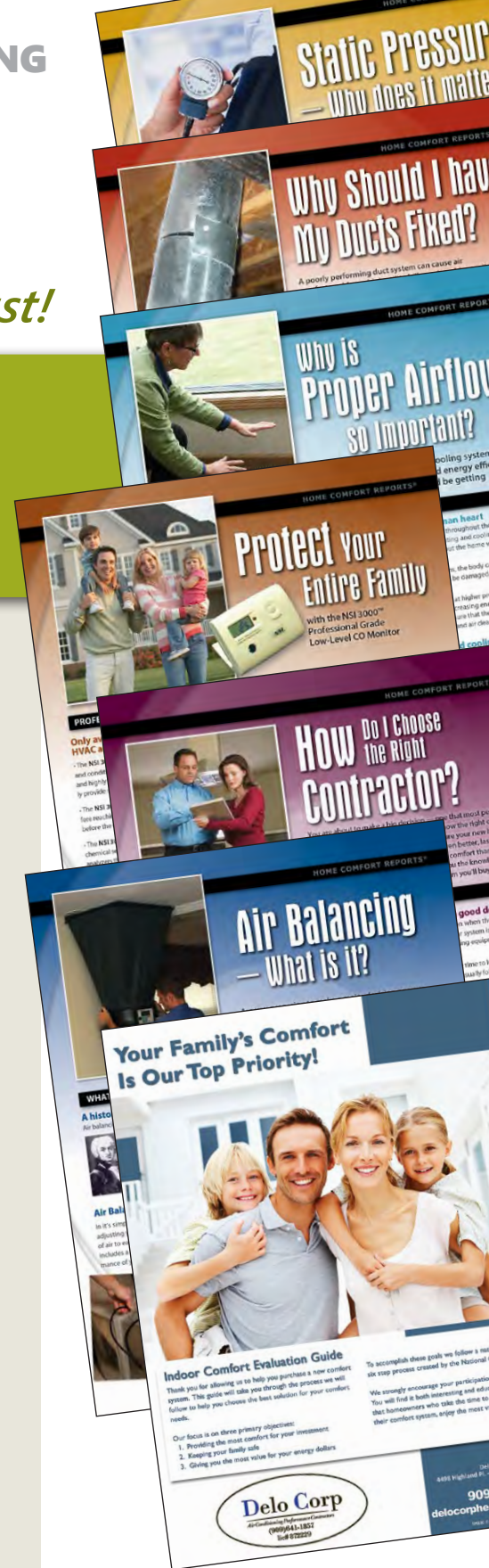
NCI's Performance-Based Selling Bootcamp provides detailed training and tools based on our simplified Performance-Based Selling process which consists of five major steps:

1. Create great first impressions and develop excellent rapport
2. Determine customer safety, health, comfort, and efficiency concerns
3. Determine proper technical system requirements through observation and measurement
4. Present observations and recommendations in a non-technical way
5. Gain commitment to proceed and initiate the job



You will also be introduced to simple diagnostic tools and learn how to sell flat-rate "Air Upgrades" that will help you stand out from the crowd of competitors in your market.

Learn NCI's unique step-by-step selling process that will help you change the game forever!



Performance-Based Selling™ Bootcamp

This Bootcamp creates a method that professional HVAC service companies can use to differentiate their company and grow their business profitably

What will Performance-Based Selling do for your company?

When your team understands how to apply the principles taught in this course, you'll be rewarded with improved year-round lead generation, better closing rates, higher average sales, increased referrals, and much more.

In addition to getting a thorough education on the Performance-Based Selling process, you'll be exposed to HVAC system performance testing methods that NCI-trained contractors use to earn double-digit net profits:

- Offer solutions that your competition cannot
- Change the game from selling to teaching
- Educate your customers – they will become your competitors' worst nightmare!
- Increase sales by adding high-margin system upgrades to every project
- Graduate from box-changer to problem-solver
- Move from talking about equipment efficiency to delivering true, measured efficiency
- Differentiate your company and grow your business profitably



"Thanks for the class last week. I just closed a sale this evening – a three-ton system and duct renovation for \$14,541! Just as you showed us, I started with the survey, then walked around the house with the owner, added test ports and took pressure readings. When I explained how we could solve his dust issues with proper pressure balancing – game over! – Thank you!"

Josh DeLeon,

Delo Corp. Heating & Air, Riverside, CA



Register now and discover the Performance-Based Contracting™ Difference!



Who Should Attend?

Owners, Sales Managers, Comfort Advisors,
Sales Lead Coordinators, Selling Technicians

Agenda:

DAY 1:

- Live Performance-based sales call role play
- Why build a Performance-based team?
- Create your Performance-based selling tool kit
- Benefits of the Performance-based sales approach

DAY 2:

- Step 1: First impressions, rapport and trust
- Step 2: Determine customer requirements
- Step 3: Determine technical requirements
- Step 4: Present findings and recommendations
- Step 5: Gain commitment to proceed

DAY 3:

- Putting it all together: From lead generation to delighted customers
- Role play: Practicing the Performance-based sales process
- Syncing the sales process with office, service, and installation teams.



Ready for the next step?

Contact Customer Care at 800-633-7058, for a private consultation with a sales coach, and to reserve your spots in an upcoming Bootcamp today!

Call 800-633-7058

What's included?

Includes light breakfast, lunch and snacks each of the three days, workbook/sales training guide, printed collateral material samples, and online downloadable sales support materials.

Who is NCI?

National Comfort Institute, Inc. (NCI) is the world leader in HVAC System Performance and Air Balancing training. We created the industry's best practices, processes, and forms and have been teaching them for decades.

What makes NCI's approach different? We show you how to thoroughly test and diagnose the system using practical, easy-to-follow methods so you'll know exactly what to do to provide your customers with optimum comfort and energy efficiency.

NCI coined the phrase "Performance-Based Contracting™", a unique approach to managing a contracting business through accountability and measurable results. During the past two decades, NCI has trained and certified more than 25,000 HVAC industry professionals. For more information about NCI, please call **800-633-7058** or visit **www.nationalcomfortinstitute.com**.



Additional Educational Opportunities from NCI:

- Residential HVAC System Performance & Air Balancing
- Commercial HVAC System Performance
- Hydronic Testing, Adjusting, & Balancing
- Large Commercial Balancing (National Balancing Council)
- Airflow Testing & Diagnostics Implementation
- Combustion Performance and CO Safety
- Duct System Optimization
- Commercial Air Balancing
- NCI Online University
- And much more...





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**Step Up
to High
Performance
Today!**

Offer Solutions That Your Competition Cannot!



Performance-Based Selling™ Bootcamp

