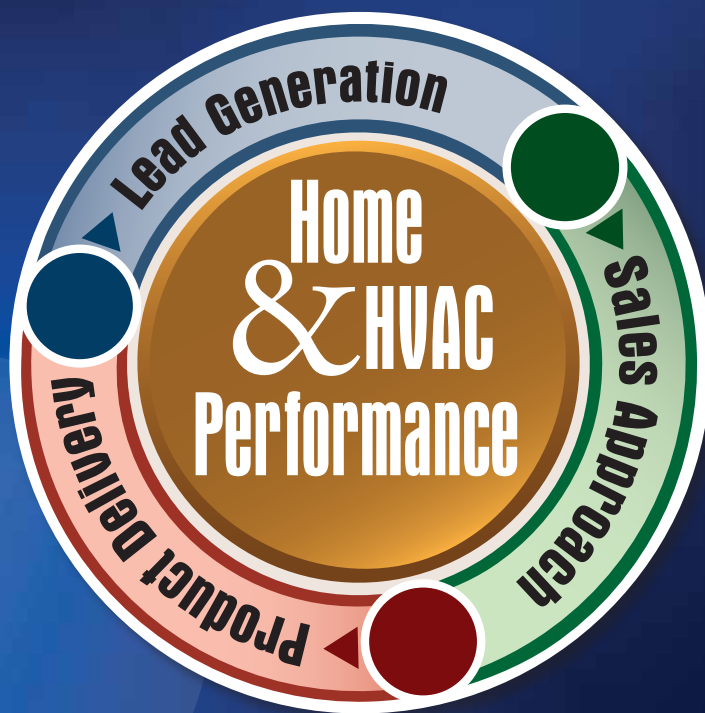


SUMMIT 2016

April 10-13, 2016 • Savannah, Georgia

Connecting the Dots with Home & HVAC Performance



Register today at GoToSummit.com or call 800.633.7058

Connecting the Dots

with Home & HVAC Performance

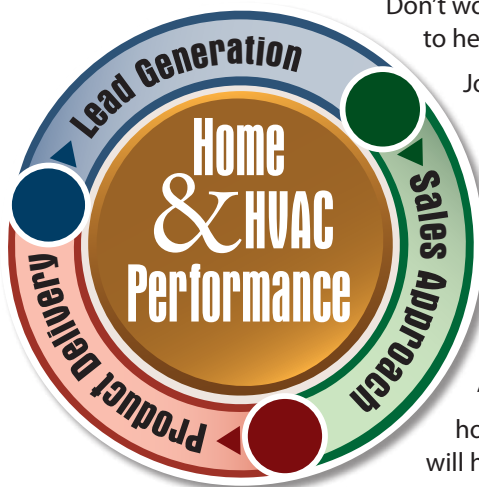
Connecting lead generation to selling and delivering high performance systems

Have you struggled with how to connect the dots between each of the critical steps involved in generating leads for, and then selling and delivering high performance systems?

Don't worry – you are not alone. The good news is that NCI is here to help you with those very connections!

Join us at **NCI's Home and HVAC Performance Summit 2016** in Savannah, GA, April 10-13, 2016 to learn how create new leads with little or no competition, and produce highly profitable system replacement and renovation sales for your performance-based contracting company.

In the opening session, you will meet Champ, the Consistent Contractor, who turned his business around using Performance-Based Contracting™ to create a culture of "measuring, not guessing." As Champ will show you, "It's about understanding the relationships between the home and HVAC systems and then connecting the dots that will help make your customers raving fans and differentiate your company in your market."



You might be wondering what "dots" we're talking about. We're so glad you asked! They are:

- Lead generation
- Sales
- Product delivery

That's what we will focus on to connect home and HVAC performance goals during Summit 2016.

As you move through the schedule during the week, get ready to participate in panel discussions and classroom workshop sessions. Choose from topics designed to provide you with options to create your own path towards joining Performance-Based Contracting™ to your business goals.

We provide a menu with a choice of nine topics. Each topic will be repeated so you can participate in at least five different sessions. So be sure to bring key members of your team to soak up every subject!

Don't forget to participate in our welcome reception on Sunday, April 10th and be ready to have fun and network with your peers. In addition, our popular Idea Meeting will give you a chance to share and hear successful ideas with the best performance-based contractors in the nation! Bring your best ideas to this meeting to win cash prizes! *Did we mention that the Idea Meeting is now open to NCI members and non-members alike?* So, get ready for some great participation and ideas!

REGISTER TODAY!

NCI Summit is THE EVENT for anyone looking to connect the dots on their journey to thrilling their customers with Performance-Based Contracting™!



Clear The Air To Ensure A Healthier Home For Your Customer

● ● ● How do you get started on a path to providing customers a healthy indoor environment? In this workshop, contractors John Ellis and Rodney Koop will discuss not only how to use building science principles to fully grasp IAQ and all it involves, but they'll also explain how to share with customers the values of these services. This session should help you understand how to set your company apart and fully address the health concerns of your customers.

Speakers: John Ellis and Rodney Koop

Moderator: Nita Brooks

Sell Complete System Renovations With NCI's Home Comfort Analysis

● NCI's Home Comfort Analysis Customer (HCAC) survey is the best method to gain your customer's trust and confidence—setting the stage for designing and selling the best HVAC system renovation possible. During this “live role play” session, attendees will not only be stepped through the HCAC interview process, they will then discuss how to address customer responses using the Home Comfort Analysis survey. This is a method for engaging the customer and building trust, as well as selling more complete HVAC system renovations.

Speakers: Dominick Guarino and Charlie Dieringer

Generate New Business Through Consistent “Vital Sign” Measurements

● Have you ever struggled to explain the importance of static pressure and airflow results to customers? Mike Hartman and David Richardson show how you can capitalize on poorly performing HVAC systems through consistent measurement practices. You'll learn about what test equipment you'll need. You will also learn how to more easily explain results to customers by taking the technical out of testing. This will make it easier for them to understand and make the best buy decisions for their situation.

Speakers: David Richardson and Mike Hartman

Identify Customer Safety Issues through Carbon Monoxide Testing

● CO knows no boundaries. Safety issues should not only be about the equipment we work on, but anything in or around the building that could cause customers harm. Find out how to use NCI's “Carbon Monoxide Safety Testing Protocol.” Get ready for a refresher on how to identify CO and safety issues, why visual inspections are so important, and what testing steps will show hidden influences that could be causing the CO issues. See how caring for the customer's safety before the sale will make it easier to take care of the customer's safety after the sale.

Speakers: Jim Davis and Tom Johnson

Invite Customers To Participate In Diagnostics

● So just how important is getting your customers involved in the sales process? In this session you will get an overview of the psychology of customer involvement as well as step-by-step procedures for building rapport through the types of questions you ask customers. Don Steward will share some actual experiences he's had and the resulting increase to his closing ratios. This class is geared not only to owners and managers, but to salespeople and technicians as well.

Speakers: John Puryear and Don Steward

Engage Your Entire Team When Implementing Performance Improvements

● ● ● Join us as we interview Contractor Rob Basnett on how he used the Performance Action Team (PAT) concept to energize his team and sell more maintenance agreements. In this session, Rob will explain what it took to get everyone on board with PATs and what mistakes he made that you can avoid on the road to implementation. You will learn how this PAT process can help you in any area of your business.

Speakers: David Holt and Rob Basnett

How To Overcome The Top 10 Performance-Based Sales Obstacles

● Do you feel yourself losing ground the moment your customers throw obstacles your way in a sales situation? Learn why customers raise obstacles just before they decide the job is yours. Understand how close to “yes” you are when customers approach this final decision-making step and just how to move them over the hump. Contractor Mark Pippin and NCI's Rob Falke will share 10 new five-minute diagnostic techniques that will turn obstacles into opportunities.

Speakers: Rob Falke and Mark Pippin

Create A Scope Of Work That Assures Top Performance

● ● In this interactive session, David Richardson will guide you through the steps of diagnosing specific defects in an HVAC system, then how to go about solving them. Attendees will leave with a better understanding of how to accurately interpret an airflow diagnostic report, then create a scope of work based on those testing results.

Speaker: David Richardson

How To Price System Renovation Work

● System renovations should generate higher margins than traditional equipment replacements. This session will focus on sales and pricing methods you can use to price system renovations based on the value you build for your customer rather than your actual job cost. You'll leave with a pricing methodology that will delight both you and your customer.

Speakers: Rob Falke and David Holt



Schedule of Events

Connecting THE Dots

Sunday, April 10

- NCI Golf Outing
- Guest Orientation/New Member Meeting
- Ask the Coaches - Member & Coaches Roundtable
- Welcome Reception

Monday, April 11

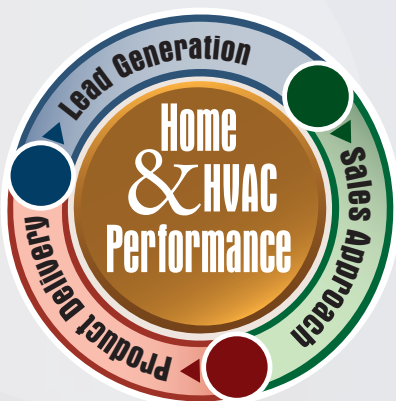
- Breakfast & Opening Session featuring NCI Chairman, Dominick Guarino and Champ the Consistent Contractor
- Breakout Sessions
- Member Idea Meeting - \$20 Entry Fee
- NCI Vendor Partner Tradeshow & Reception

Tuesday, April 12

- Breakout Sessions and Panel Discussions
- NCI Vendor Partner Tradeshow & Lunch
- Idea Meeting and Tradeshow Contest Winner Announcements
- Closing Session featuring NCI President, Rob Falke
- Member Appreciation Reception
- 2016 Awards Banquet and Presentation Ceremony

Wednesday, April 13

- Post-Conference Recertification Training: 8:00am - 5:00pm
Advanced System Performance
Advanced Carbon Monoxide Training



EVENT & LODGING LOCATION:
Hilton Savannah Desoto
15 East Liberty Street
Savannah, Georgia 31401-3979
912-232-9000

*Reserve your room now
to get the best rate.*
Mention group code **NCI**
to receive our special
group rate.