



Selling Comfort Today® (SCT®)

How to Help the Consumer Buy Comfort!

What's the most profitable investment you can make today? An investment in your future sales success. This program is completely up-dated to make it easier, more fun and more profitable for you to sell HVAC equipment in the internet based, Google driven market.

- Learn the 3 simple steps in the Selling Comfort Today~ formula that will work for you!
- Find how the needs, desires and demands of the consumer have drastically changed. Where are they looking for information.
- Discover how easy it is to sell variable speed/modulating indoor products. (This is where customer comfort and your added value/ profits are)
- Receive the indispensable Home Comfort Opportunities™ and learn how it helps customers sell themselves.
- Learn how easy it is to lock out others by using the Power Pyramid™. (It documents the 4 things your customers want, but your competition can never provide)
- How to use 3 Selling Comfort Today tools to easily deal with all the common objections! (This information is contained on just one workbook page)
- Learn to easily move people from the lowest-cost-minimum-solution to your top-of-the-line-system. (You'll actually listen them into buying what they want)
- How to convert a phone price-shopper to a solid appointment within 30 seconds.
- Easy Selling Comfort Today~ ways to deal with "Need to think about if", "Your price is too high" and "I need another bid". (Your closing ratio and self confidence will skyrocket!)
- A complete Selling Comfort Today presentation~ street-ready presentation manual pages that will help romance the system.
- 2 proven questions that can eliminate over 50% of all objections. (If you're not asking these, you're losing sales, time and profits)
- New information for this year! How to sell to different personalities; The Platinum Rule in Sales, and The 10 Minute Price.