



Selling Comfort Today®

How to Sell Comfort in the 21st Century

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 21st century.

- ✔ Learn the 3 simple steps in the **Selling Comfort Today®** formula that will work for you! (You'll wonder how you ever survived without it)
- ✔ Find how the needs, desires and demands of the 21st century consumer have drastically changed. (Not knowing this information can cost you a fortune!)
- ✔ Discover how easy it is to sell variable speed indoor products. (This is where customer comfort and your added value and profits are)
- ✔ Receive the indispensable **Home Comfort Opportunities™** and learn how it helps customers sell themselves. (You'll be amazed how well this works!)
- ✔ 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 it", "Your price is too high" and "I need another bid". (Your closing ratio and self confidence will skyrocket!)
- ✔ Some of the essential **Selling Comfort Today®** street-ready presentation manual pages you'll receive include *Our Promise to You*, *Value of Our Installation*, and the invaluable *Home Comfort Opportunities*.
- ✔ A simple presentation that answers customer concerns and makes closing a snap.
- ✔ How to use your proposal to boost your value yet another 20%! Really powerful stuff!
- ✔ 2 proven questions that can eliminate over 50% of all objections. (If you're not asking these, you're losing sales, time and profits)

The two-day version of this program includes skills practice that assure new ideas become new behaviors