



Success Starts With V.A.L.U.E.©

Technicians are the Best Sales Reps...

...however, if you're like most. you don't like to sell. With this in mind, the *SUCCESS STARTS WITH V.A.L.U.E.™* program was developed to help you help your customers own new comfort equipment, accessories, and service agreements without the awkwardness of being a "salesman"

The *SUCCESS STARTS WITH V.A.L.U.E.™* program shows you how to work in your customer's best interest without using high pressure or old time sales tactics that everyone hates. The focus is on:

- ✓ **Validate** that your company is the right company to help them with their needs
- ✓ **Asking** the right questions
- ✓ **Listening** to their answers
- ✓ **Understanding** the elements of comfort in their home
- ✓ **Encouraging** the customer to do what is best for them now

The *SUCCESS STARTS WITH V.A.L.U.E.™* process is the fastest easiest way to immediately boost your sales success and your company's profits! Why? ...Because each session contains a skills practice session that helps convert the simple, yet powerful information into long-term results!

You will also receive the *SUCCESS STARTS WITH V.A.L.U.E. Guidebook for Service Technician Success* and several specially designed Selling Comfort Today® Tools.

You will love using this program, because you don't sell customers ... the process and tools help them sell themselves! Once you use the *SUCCESS STARTS WITH V.A.L.U.E.* formula you'll wonder how you every got by without it!

Here's a sample of what you'll learn...

- ✓ How to use the *Home Comfort Opportunities™* to give customers exactly what they want
(You'll be amazed how well this works!)
- ✓ How to eliminate any competition by using the *Pyramid of Power™*
- ✓ How to use Tools Not Tricks to deal with all the common objections
- ✓ 2 questions that can eliminate over 40% of all objections (powerful stuff)