



## TM Transformed (TMT©)

We will look at the evolution of the TM, how they have changed (or need to change!) the last few years. We will focus on the needs the dealer has today vs yesterday, and how we must help them with the business, not just filling orders.

### We will:

- ☑ Focus on contractor needs and wants
  - TM then and now, the change in the marketplace
  - How we must help the dealer today
  - Tool to help discover those wants and needs
- ☑ Distributor Programs
  - Why we must know and use them today
  - Changing marketplace, new demands
- ☑ Selling more high efficiency systems
  - Why it is essential today
  - Tools to sell more high efficiency today
- ☑ How to prospect for new dealers
  - How to eat off the other guy's plate
  - How to discover the pain, and solve it
- ☑ What we need today in support
  - Business training
  - Sales training
  - Technical training
  - Advertising, marketing, networking, etc.