



## CSS™ (Commercial Selling System)

### How to Tap the Commercial HVAC Market for Huge Profits

You are missing light commercial equipment sales every day! If you replaced only 20% of the equipment your technicians see that is worn out, unreliable or leaking energy like an open window, your commercial sales would explode off the chart!

According to the U. S. Department of Energy, almost 70% percent of all existing nonresidential buildings were built in the “cheap energy era” before the 1973 oil embargo. Of the over 4,000,000 commercial buildings in America, only half have a preventative maintenance program and barely 5% have working energy management systems. Couple this with the fact that the low-efficiency equipment installed in these buildings is well past its useful life and you have an enormous opportunity to help you and your commercial customers grow and prosper.

The key to turning this opportunity into a profitable reality is understanding who makes the buying decisions and what motivates them to say buy. Many times, this is purely a financial decision. After attending this three-day program, you will have the tools needed to tap this extremely lucrative cash producing profit center!

#### *We cover:*

- Overview of the vast opportunities
- How to use the Building & Equipment survey to close the sale
- Hear how to get the job by selling cash flow instead of airflow
- Learn how to use leasing and other financial tools to close the sale
- Learn the steps that must be in every commercial sales presentation
- Learn how to use the commercial sales tool for each type of customer
- How to get an appointment with a busy decision maker, when others can't
- Discover the real estate principles that drive the business in these markets
- How to write an “exclusive benefits” proposal that locks out the competition
- Learn who makes the buying decisions and what motivates them to say YES
- Find out how to convert routine repairs to profit-generating replacement systems
- Where to find your best future replacement customers (they are all around you!)
- Learn the Commercial Selling System ways to eliminate objections, and much more!!

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