



Distributor Packet

A WORKBOOK FOR TRAINING SUCCESS & PROFIT

www.SIPTRAINING.com

SIP Distributor Packet

Seminar & Workshop Promotion

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STEP 1: Determine Seminar Topic(s)

[Seminar & Workshop Samples: Visit our program portfolio for more info at www.SIPTraining.com/portfolio]

SCT: Selling Comfort Today®

Selling comfort today formula for anyone who talks to today's customer about being more comfortable in their home.

Commercial Boot Camp®

Shows techs who hate selling how to skyrocket customer satisfaction and profits

How to Make the Register Ring!®

Mandatory for anyone who deals with today's consumers

TMT: Territory Manager Transformation®

E-mail and request our free Special Report, Are Wholesale Reps an Endangered Species?

MAP: Maintenance Agreement Program®

A must for any service firm that plans to be in business in the next three years!

Advanced Selling Comfort Today®

Learn the psychological reason people will go out of their way to buy from you today.

NIKA: We're Not In Kansas Anymore®

How to generate all the leads you'll ever need - Without good leads forget about selling.

Basic Business Boot Camp®

The title says it all...

Inside Sales Team Training™

Inside sales team has more contact with customers but less training than anyone else in the company.

NC2R: New Construction to Replacement Market™

How to move from the New Construction Arena to the profitable Replacement Market!

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STEP 2: Determine Seminar Date

- Determine what date you want for training.
- Check with your sales reps beforehand to see if they are aware of any other meetings that would limit dealer attendance.
- Have a first choice and a second choice date in mind before arranging for seminar.

To book the date visit: <http://SipTraining.com/training-request>

[NOTE: Please book the date as far out as possible because dates fill rapidly. Also, the further out you book the program, the more time you have to promote it!]



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STEP 3: Determine What to Charge

Free programs have no value! You can usually charge from \$99 up to \$295 for a one-day program and \$149 up to \$599 for a two-day program. The more value your dealers receive (and perceive), the more they will pay for the program.

To break even, determine how many seminar participants needed and how much to charge to cover total expenses (i.e., to cover \$3000 in total expenses we'll need 30 people at \$100 per person or 58 at \$52). See below for details...

3a. Sample Seminar Costs

How much should you charge to break even if you expect 40 people (one day meeting)?

Details	Base Cost	Actual Cost
Speaker/Training fee	\$4500	\$
Travel/Expenses (average)	\$1000	\$
Meeting room (Hotel/Other?)	\$600	
Workbook & Materials \$30 x 40 dealers	\$1200	\$
Promotion (marketing, emails, website)	\$600	\$
TOTAL	\$7900	\$
Dealer Cost per Attendee (40 Total)	\$198	\$99 (with co-op)

KEY: \$7920/40 = \$198 per participant, \$99 after co-op.

Don't forget co-op funds

- Start with HVAC equipment co-op funds, but don't stop there
- Can you get an accessory or controls manufacturer to co-sponsor the program or provide co-op fund for their dealers who attend?
- Don't forget the gas or electric utility in your area, if we place an emphasis on heat pumps or gas (propane) furnaces will they co-sponsor or co-op the event?

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3b. What to Charge for the Seminar (continued)

Sample seminar costs-two day program

Details	Base Cost	Actual Cost
Speaker/Training fee for 2 Days	\$4000/each	\$8,000
Travel (airfare, hotel, meals)	\$1000	\$1,000
Meeting room - 15 participants - Use training room at distributor (no cost)	\$0.00	\$0.00
Continental breakfast, lunch, refreshments (2 days) \$10 x 16 x 2 = \$320	\$320	\$320
Workbooks \$30 x 16 = \$480	\$480	\$480
Promotion	\$500	\$500
TOTAL		\$10,300
Cost/participant \$10268/16		\$643 (with co-op)

Note: Many distributors charge \$599 for a two-day program, less than \$150/day after co-op

Note 2: Share costs with 20 attendees = \$513/participant

Other ideas for funding:

- Give each attendee a discount on next five high eff. Systems purchased
- Give refund of seminar fee if they buy X% more than last year

Have a separate group of dealers that advertise as replacement specialists:

- This could be part of their package
- Their package could include X amount of training per year, N/C
- They must commit to buying X amount of variable speed/14 seer systems.

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STEP 4: How to Arrange for a Meeting Room

Determine the right place for your seminar and expected group size. If space allows, the training room in your facility is the best. If the group is too large or there is a conflict on the dates, look into meeting at a hotel or community meeting room. Before choosing a hotel, please keep the following in mind:

- Location:** Make it centrally located for the majority of your dealers. Provide a map for out of area dealers.
- Room size:** Get a room slightly larger than needed for the group. If the room is too big, you will lose some of the energy and effectiveness of the program.
- Room Set up Requirements:** Classroom set up with tables and chairs is best for groups over 30 people. For groups of 30 or less, set U-shape. Need small table no larger than 4x4 for overhead projector.
- Lighting:** Book a hotel with a well-lighted meeting room. Personally check the meeting room yourself. Have the banquet sales manager turn on all the lights. If any lights are burned out, ask them to replace them before your meeting. If room is too dark even with all the lights on, meeting will lose much of its effectiveness. Request another meeting room.
- Air Conditioning:** Have the air conditioning turned on. Listen. Noisy is distracting; if possible, request another room.
- AV Equipment:** Obtain the biggest screen that will fit into the room. Use a good quality LCD projector and make sure you have a spare. The table should be big enough for the instructor to place an open 3-ring binder. If there will be over 45 participants in your meeting, have lapel microphone available for the speaker. A flip chart and marking pens are a must! You may be able to reduce costs by using your own AV equipment.
- Don't over pay:** If you buy lunch and breaks, many hotels will not charge you for the meeting room. Average costs per person will vary from region to region, but generally \$30 per person will cover the catering costs for lunch and breaks.
- Menu:** The harder it is to digest food, the easier it is to get sleepy and lose attention. Avoid red meat and high calorie desserts. Avoid heavy foods. Light is better.
- Set the Meeting Times:** We've found that the average attendee can learn and retain the most amount of information in the following meeting time frames. [See Next Page...](#)

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SAMPLE: Training Day Schedule

- 7:30 to 8:00 registration
- 8:00 to 9:30 seminar
- 9:30 to 9:45 coffee break
- 9:45 to 10:50 seminar
- 10:50 to 11:00 stretch break
- 11:00 to 12:00 seminar
- 12:00 to 1:00 lunch
- 1:00 to 2:05 seminar
- 2:05 to 2:20 soda break
- 2:20 to 4:30 seminar

4a. ADDITIONAL PLANING

- Registration: Offer coffee, juice, water and light breakfast rolls and fruit.
- A.M. Break: This is time to refresh, not fill up! Offer coffee, juice and water.
- Lunch: Sandwiches with soup or salad works great.
- P.M. Break : (optional)

Snack Tip: Cookies release their sugar all at once, so participants feel good for a few minutes, and then get tired. - Fruit on the other hand releases its sugar slowly and provides more sustained energy.

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STEP 5: Promote S.I.P. Seminar or Workshop

- Inform everyone** in your organization about the seminar(s) you will be hosting. Consider attaching seminar outline(s) to an inter-office memo.
- Please copy and distribute** "Dear Sales Representative" letter to your sales reps. Ask each one to make a commitment to promote the seminar(s) to each of their dealers.
- Select the sample flyer** and re-keyboard on your word processor or type Date--Time information as needed. Send the flyer to all your dealers. If possible, include flyer with all dealer correspondence each month prior to the seminar.
- The first mailing should be sent as soon as program is booked**, even if it's 60-90 days out. It doesn't hurt to plant the seed now. Make them want to come, look forward to it. The better your promotion, the more value your dealers perceive. Promotion is everything, everybody in your organization works to get dealers to the seminar.
- The last flyer should be mailed not later than 30 days before the program**
- 15 days before the program**, your sales reps should contact their customers and ask if they are attending. They should be prepared to sign them up on the spot. It's in the sales reps best interest to get as many of his dealers to the seminar as possible. The more dealers attending, the more equipment you'll sell!
- At least 2 weeks before the meeting** send out an invoice to any unpaid registered dealers. Your dealers should be responsible for their registration fee, whether or not they attend. Their registration is used to determine catering needs.
- Like your dentist's office, **you must call the day before the program** and remind the dealer of the location and start time, and ask if he has any questions.

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SAMPLE LETTERS

USE THESE SAMPLE LETTERS FOR PROMOTION

Included Letters:

TM Promo

Dealer Promo

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[Sample TM Letter]

Dear Sales Representative:

Two things happen when your dealers sell more equipment . . . they become more successful and you become more successful. To help your dealers sell more replacement equipment at profit margins needed to grow and prosper, your distributorship has scheduled the most comprehensive two-day HVAC sales program in North America.

To make this program a total success, I need your help. Some of your dealers resist training -- even when they know they need it. The most typical comment is, "I don't have time for sales training." In this decade of lightning change, they don't have time not to sharpen their sales skills and improve their closing ratios with sales training. If you'd take the time needed to explain the benefits of this exciting program to your dealers and ask them to make a commitment to attend, the success of this program will be assured.

By getting your dealers to register for the program, you'll be rewarded several golden opportunities:

- Meet with each dealer as a consultant and discuss how this program can help them be more successful.
- Strengthening your relationship with each dealer.
- Get marginal dealers excited about selling more.
- Discover your dealers' strengths and weakness by attending an interactive seminar with them.
- Reinforce key elements of the program in future meeting with your dealers.
- Possibly invite prospective dealers, so they can see firsthand the value of working with you and your distributorship.

The most important element in this sales producing program is you. With your support and involvement, you and your dealers will benefit for years to come. Thank you in advance for your commitment to the success of this program. Please call if you have any questions or if we can help in any way.

Sincerely,
YOUR NAME
COMPANY NAME
TITLE
PHONE
FAX
EMAIL

[NOTE: If sent out via email, make sure you have an email signature!]

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[\[Sample Promotional Letter\]](#)

Dear Dealer:

To help you sell more HVAC replacement equipment at the profit margins you need to grow and prosper, we've scheduled the most comprehensive sales program in North America.

Course Name: ex - Selling Comfort Today® | How to Sell Comfort in the 21st Century

Reasons Why You Should Attend:

- Learn the 3 simple steps in the Selling Comfort Today® formula that will work for you!
- Find how the needs and demands of 21st Century consumers has drastically changed
- Discover how easy it is to sell variable speed indoor products
- Receive the indispensable Home Comfort Opportunities™ and learn how it helps them sell themselves
- Learn how easy it is to lock out others by using the Power Pyramid™
- How to easily use Selling Comfort Today Tools™ to easily deal with all the common objections!
- Learn how people move from price to top-of-the-line
- 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," ... "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, and the invaluable Home Comfort Opportunities©
- A simple presentation that answers customers concerns and makes closing a snap
- How to use your proposal to boost you value yet another 20%! Really powerful stuff!
- 2 proven questions that can eliminate over 50% of all objections

Workshop/Seminar Information:

Seminar Name:

Date:

Location:

What's Included: \$49 Seminar Manual, Lunch and Break Items

Who Should Attend: Anyone in your organization who offers comfort to anyone

Time: ex. Registration 7:30 a.m. Program 8:00 to 3:55

Seminar Fee: \$x.xx

Seminar registration is limited. Send enclosed registration form and a check today. Space is limited, so register today! Due to small class size, registrations are accepted in the order in which they are received. Only paid registrations are guaranteed a confirmed enrollment. Cancellations are fully refundable up to 30 days prior to seminar. If you cannot attend, you may send another person in your place. If you have questions, please call (Distributor-Name).

Sincerely,

[Your Info....]

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STEP 6: The Final Details Checklist

The Speaker's Room

Book the speaker's room at the same hotel as the meeting. Ask the hotel to "comp" the speaker's room. Some hotels will allow for the speaker's room when banquets are scheduled in their hotel or will at least offer a better than corporate rate for the room.

Transportation

For your dealers, have a map sent out with your promotional material. Advise speaker as to how he should plan to get from the airport to meeting, i.e., will he be picked up at the gate, should he rent a car, call shuttle or cab.

Supplies

Find out who is providing pens for the participants -- many hotels provide complimentary pens. If they don't, please make sure you do. Ask speaker if any sales literature might be needed and order one per participant.

Workbooks

Approximately 30 days prior to the program, S.I.P. Inc., Inc. will send you a camera-ready master copy of the newest workbook. Make sure that the workbooks provided have been copied and bound and there is at least one copy per participant in the meeting room. Workbook is designed for participant note taking.

Seminar Information Details

This form will provide the speaker with all the necessary information to present the best possible seminar. Please fill out and return to S.I.P. Inc. as soon as you receive it.

Attendance List

Consider making an attendance list with names, addresses and telephone numbers of expected attendees. Photocopy enough so that each attendee and the speaker can have one.

Tent Cards

Tent cards allow the instructor to call each participant by name. Print first name as large as possible. Don't forget felts pens to write their names with at registration!

Sign-In Sheet

Place a sign in sheet on the registration table. Be sure that each participant signs it. Make an announcement before break, for those who may have overlooked signing in. Since co-op monies may be available, this may be your only proof of attendance.

Certificate of Achievement

When you provide certificates for attendees, you add one more reason why they should attend.

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Please visit our website for seminar details, class schedules, our blog, announcements, and more! Alternatively, you can use the information below to contact us today!

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