

www.GrowHVAC.com
Education & Training Classes

**Online Pre-Class & Post-Class Education combined with
Two & Three-Day Classroom Sessions !!**

James Graening, Facilitator, Schedule & Descriptions:

Commercial Preventive Maintenance Agreement Sales
Phoenix AZ, Airport Hampton Inn & Suites
January 29, 30, 31, 2014 (private class scheduled)

Commercial Service & Energy Services Negotiating
Nashville TN, Airport Embassy Suites
March 13, 14, 2014

Commercial Service & Energy Services Negotiating
Orlando FL, Airport Embassy Suites
March 27, 28, 2014

Commercial Preventive Maintenance Agreement Sales
Dallas/Fort Worth TX, Grapevine Embassy Suites
April 16, 17, 18, 2014

Commercial Service Sales & Facility Benchmarking*
Portland OR, Downtown Embassy Suites
April 24, 25, 2014

Commercial Service Sales & Facility Benchmarking*
Baltimore MD, BWI Hampton Inn & Suites
May 8, 9, 2014

Commercial Preventive Maintenance Agreement Sales
Toronto Ontario CAN Airport Hilton Garden Inn
June, 11, 12, 13, 2014

ONLY \$1,197/person...Sign Up Now!
Call 330.807.6648 or email jgraening@neo.rr.com

Commercial Service Agreement Sales **(2 Online Webinars, 3-day Classroom)**

The objective of the Maintenance Sales Training is to provide education for Sales Reps related to the sales process, marketing approach and activity management necessary to be successful in effectively selling maintenance using the proven “7 Step Selling System”. The training will focus on the following areas including

Energy Savings Approach as well as Ownership & Operating Costs:

- The service philosophy and business behaviors required to be successful in commercial service sales and preventive maintenance agreement sales
- The target direct marketing approach, getting through to high level decision-makers and using the specific sales process steps
- Learn the strategies, role-play the skills and practice the use of tools provided for selling preventive maintenance
- The building operating cost analysis and financial justification strategies you will be able to apply with different personality types
- The action plan you can take back to your business to begin selling more Preventive Maintenance Agreements
- Practice the use of the building operating cost analysis and financial justification strategies that are necessary to close bundled offerings
- The personality types and action plan that you will be able to apply to your daily activities for selling more Preventive Maintenance Agreements

Commercial Service Negotiating – Energy Services Approach **(4 Online Webinars, 2-day Classroom)**

***Benchmarking (Building Assessments) Sponsored by BuildingAdvice**

The objective of the Advanced Sales Training is to provide education for real strategic account management and includes the in-depth sales process, marketing approach and activity management necessary to be successful in effectively negotiating bundled offerings for “key accounts” using the “7 Step Selling System”. The training will focus on the following areas including the

Strategic Account Management workbook and **Energy Services Approach:**

- The service sales Strategic Account Management Tools need to be successful in commercial service sales and preventive maintenance agreement sales for key accounts and larger opportunities

- Discussions about target direct marketing approaches, getting through to multiple high level decision-makers and using the ownership and operating cost analysis to close projects and maintenance sales
- Learn Strategic Account Management and role-play and strategize on specific accounts with the entire class participation
- Use in-depth building operating cost analysis and financial justification strategies that you will be able to apply with many different personality types of high-level decision makers and the associated support staff for specific needs, pains

Marketing & Sales Management Leadership Retreat – CIM, RLC*****
(Robert Wilkos, & James Graening; 3 1/2-day Classroom)

The residential and commercial service marketing sales management, and marketing and sales leadership retreat has been developed and will be produced to help companies interact, discuss and learn from each other in a facilitated training and education retreat. We will discuss, learn and strategize on sales process integration, sales tools and marketing tools, the marketing approach and target markets in a tough economy, true differentiation, energy or integrated services, and sales management and activity strategies. The residential and commercial service sales management training and education forum will include an appreciation dinner where owners and leaders can reward their top sales people and sales managers!! Register now, don't miss this information-packed, peer to peer education and training opportunity including free audio CDs!!

** Commercial/Industrial/Mechanicals & *** Residential/Light-Commercial

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Call James Graening for more information

For MORE Info Email to jgraening@neo.rr.com

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