

2020 Breakout Schedule

Tuesdays, June 23 – August 4, at 10 a.m. & 2 p.m. CT

Date	Topic	Speaker	Description
June 23rd 10 a.m.	Insights into Today's Consumer	Gaby Arora	Want to learn about your customer's motivations and attitudes, and how they impact your business? We're here to dig into the data for insights to help you create long-lasting customer relationships.
June 23rd 2 p.m.	Rethink Ultimate	Ingrid Berkley & Valerie Mastalka	Is Perfect Air attainable? We think so! In this interactive breakout, the product team highlights features of Lennox' top-of-the-line equipment that raises the bar for Ultimate Comfort in 2020.
June 30th 10 a.m.	Positioning Elite & Merit	Brandon Chase & Eric Zito	Homeowners may not know much about Lennox Merit and Elite product lines. Get insights about homeowner behaviors, industry trends and providing product options to enhance the homeowner experience.
June 30th 2 p.m.	Creating Demand for the Lennox Brand	Gaby Arora & Stephanie Bond	Learn how to leverage the Lennox brand to create consumer demand. See examples of ways to update your website and social media channels to better reach customers in this unique and challenging time.
July 7th 10 a.m.	Building Purpose into Your Brand	Daniel Parker & Stephanie Bond	Did you know that 86% of consumers are more likely to purchase from purpose-driven companies? Discover how Corporate Social Responsibility programs boost your reputation and help increase your sales.
July 7th 2 p.m.	The New Service Dashboard	Mariam Ballard & Terry Stern	The iComfort Dealer Dashboard is now the Service Dashboard. Get a walk-through of new features, like Enhanced Commissioning, Detailed Customer System View, Error Code Lookup Integration, and more.

July 14th 10 a.m.	IAQ Today	Ingrid Berkley & Dhishan Kande	What do homeowners want from Indoor Air Quality products? Get an overview of the Healthy Climate Solutions line, how these products address growing IAQ markets, and how you can grow your IAQ sales.
July 14th 2 p.m.	User Experience Web Design Strategies to Drive Leads	Sarah Snider & Maddie Farrell, Strategic America	Are you spending time and money driving traffic to your website, but those visitors aren't converting into leads? The issue could be the user experience on your site. Learn how to test, track, and analyze behavior on your site, to increase leads and repeat customers.
July 21st 10 a.m.	Design a Customer Experience That Dominates: Part 1	Erica Leonar, of Power Selling Pros	Most Customer Service Representatives provide an awful experience. Learn 8 principles to transform staff into Customer Experience Specialists who care and provide a WOW Experience for your customers.
July 21st 2 p.m.	Design a Customer Experience That Dominates: Part 2	Erica Leonar, of Power Selling Pros	Part 2: A continuation of the morning session.
July 28th 10 a.m.	Making Your Brand Strong in a Digital World	Paul Redman & Chris Yano, of RYNO	Branding has never been more important than it is right now. Learn how to make your brand strategy super successful online, regardless of whether you're new to the world of digital marketing.
July 28th 2 p.m.	Creating Great Content for Your Social Media	Shari Saunders, of Strategic America	Want to learn to create effective social media content to build trust, a loyal audience, and drive sales? Join this interactive workshop to develop a social media "voice" for your business.
Aug.4th 10 a.m.	Safeguard Your Success	Tom Howard & Kathie Wong, of Service Titan	What can hurt you most during sudden economic downturns? ServiceTitan will share what they've learned from working with 1000s of service companies about creating stability in a volatile marketplace.
Aug. 4th 2 p.m.	Why the Future Belongs to Companies Who Create the	Stephen Dale & Zac Garside, of Power Selling Pros	Still asking, "Where are all the good employees?" Learn one of the most-overlooked elements of a contractor's employee experience, and a two-step process to start creating your "Employee Vision."

	Employees They Want		
Aug. 18th 10 a.m.	Indispensable Leadership	Brigham Dickinson, of Power Selling Pros	It's never been harder to keep your team engaged. Explore what it takes to lead your team in these turbulent times, evaluate your leadership habits and learn ways to become an indispensable leader.
Aug. 18th 2 p.m.	Understanding Your ROI in a Digital World	Paul Redman, of RYNO	How can you show up more in online search? How many people are searching HVAC terms? How do you stack up against competitors? How can you determine (ROI) from advertising types? Join us to find out.