



In-person Class

Salespeople never stop learning

The best salespeople never stop honing their craft. Did you know that companies with top-notch sales training show 52.6% higher win rates than those who don't? Those same companies also tend to experience lower turnover on their sales teams, and their salespeople are 3% - 8% more likely to meet their goals.

Stay sharp and hone your craft

Residential HVAC sales is a challenging job, and comfort advisors need regular training and refreshers to stay sharp and motivated. At the same time, consumers are changing. In 2019, the generation born between 1981 and 1996 numbered 72.1 million in the U.S. and became the country's largest living generation of adults. According to the 2019 American Home Comfort Study, 36.4% of householders who are under 35 years old, and 59.4% of householders who are between 35 and 44, are homeowners.

Know your customers

Whatever the demographics in your market, today's homeowners are self-educating, and the internet is now consumers' top source of information about HVAC. It's time to learn some new approaches to closing at the kitchen table, or in a video call.



To register or learn more, visit "My Learning" on LennoxPros.com, or go to http://bit.ly/Master_selling, or call 800-654-3282, option 2.

Program Features and Benefits



Collaborative and interactive learning experience. Explore each category of the S.C.O.R.E. sales process in a workshop format.



Learn to recommend the right design specific for your market and the foundations of a comfort system.



Take a deep dive into the psychology of today's consumers, and practice the Listen, Acknowledge, Explore, Respond (LAER) communication method.



This class is hands-on with role-practicing. Participants should bring their presentation books with them. Classes are Tues-Thurs, 8am - 5pm.

Program Pricing* & Schedule

\$1200 USD
Non-Premier

\$960 USD
Premier (20% Discount)

*Pricing and dates subject to change.

Fall 2021 In-Person Schedule

Minneapolis Sep 14 - 16	Charlotte Sep 21 - 23	Salt Lake City Sep 21 - 23	Houston Sep 28 - 30
New York Oct 12 - 14	Phoenix Oct 12 - 14	Chicago Oct 19 - 21	Kansas City Oct 19 - 21
Portland Oct 19 - 21	Des Moines Oct 26 - 28	Atlanta Nov 2 - 4	Los Angeles Nov 2 - 4
Washington, DC Nov 9- 11	Detroit Nov 16 - 18	Philadelphia Dec 7 -9	Miami Dec 7 - 9
Orlando Dec 14 - 16	-	-	-

Testimonials

"...because of the training on walking through objections I managed to close an \$18,000 sale today in the home! It feels great to be able to confidently work through the reasons not to buy..."

- Brian of Moore & Russell Heating and Cooling

"Very much worth the time. Even the most experienced salesperson can learn valuable information."

- Benjamin H., Balance Point Heating and Air Conditioning