

# BuildASalesperson™

Do you have what it takes to close \$1.5 mil in annual sales?



## A good salesperson does the job well and meets expectations.

An excellent salesperson desires growth and exceeds set goals. Are you motivated to set your sights higher for increased annual revenue? **BuildASalesperson™** is a **four-week** program designed to train consistently profitable and successful HVAC salespeople.

This training is a **blended learning program** (eLearning, on-the-job assignments and Instructor-Led classroom). **The final week is delivered in-person at our corporate campus in Richardson, Texas.**

Take on today's biggest HVAC sales challenges and turn them into higher closing rates and satisfied customers.

## Program Benefits

- ✓ Closing rates of 55%-75%\*
- ✓ Average sale of \$8,000-\$12,000 a ticket\*
- ✓ Annual sales of \$1.2M-\$1.5M\*
- ✓ Tools to self-generate leads
- ✓ Expert in upselling for total home comfort
- ✓ Confidence to handle pricing upfront

\*Average results from past participants

## Fall 2021

August 23 - September 17, 2021

September 27 - October 22, 2021

October 25 - November 19, 2021

November 15 - December 17, 2021

**The final week is delivered at our corporate campus.  
2100 Lake Park Blvd Richardson, TX 75080**

\*Pricing and dates subject to change.

## Program Pricing\*

**\$5500**

Non-Premier

**\$4400**

Premier Dealer

## Your Journey Through BuildASalesperson™



### HVAC Fundamentals

As a Comfort Advisor, you know the job functions of technicians and installers – but have you had the chance to observe their work firsthand? This week, you will ride along with techs and installers, learn the importance of safety, enhance your technical knowledge, and build your company presentation. What sets your company apart from the competition? You know – but do you have a compelling story to convince homeowners?



### Build Credibility & Trust

Is your current sales strategy yielding an average sale of \$8K-\$12K? Are your closing rates between 55%-75%? You may think this is impossible – but it's not. Week two will expose you to Lennox' S.C.O.R.E. sales process that has helped comfort advisors consistently reach and exceed this level. You will learn to conduct a thorough load calculation, complete a home comfort survey, and understand how being adaptive and transparent can increase the value of your sale. Together, these things will build your credibility and trust – earning you the right to recommend solutions.



### Recommend Solutions

You're knowledgeable - you've established trust - now it's time to find the right mix of products to provide complete and total comfort to your customer. How do you discover a homeowner's implicit needs? How do you respectfully offer financing? In week three you'll become Lennox product-savvy and knowledgeable about indoor air quality (IAQ) solutions.



### Win Their Business

Overcoming objections and asking for the sale are two things sales professionals struggle with. Your last week of BuildASalesperson training will be at our corporate campus in Richardson, Texas. Participants and instructors meet for 8 hours per day, for five days of intensive classroom instruction, role practice, and peer-to-peer feedback. You'll learn how to handle objections, recognize buying signals, and set new sales goals. You'll be prepared to ask for the sale and succeed as an HVAC sales leader.

## Testimonials

"I can't tell you how much I'm enjoying this Lennox class...After every class, I'm using something I learned on the very next sales call. I love it!"

- Michael B. of Carolina Conditions

"My first month of sales on my own, I did \$106,467 on 14 sales, average ticket was \$7,604, closing rate was 63% (14/22), average gross profit 46%...I am excited for everything the future holds."

- Pearson D. of Climate Design Systems