

# High Performance Selling in a 13 SEER World

## How to Differentiate Yourself from the Competition

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*The government forced 13 SEER mandate threatens to turn our industry upside down. Differentiation will be harder than ever. How do you plan to separate yourself from every other contractor offering the “same” installation?*

**T**he 13 SEER government enforced change will be a boom for some and a total bust for many others. Weak contractors are use to making their living selling 10 and 11 SEER to the “ready and willing”. 13 SEER means that the sales cycle is going to get longer and more complicated. You can no longer sell on brand or efficiency. The old “good – better - best” sales technique may no longer work for many. Here’s the scary truth, sales people are going to need to know how to actually sell and not just throw sales proposals at people.

How will you differentiate your company from every other company selling 13 SEER equipment? How will your sales people perform under an ever changing set of rules? With this powerful seminar, your profits and closure rates will take a huge leap forward.

### **The Top Sales Seminar You Do NOT Want To Miss**

James R. Leichter (Mr. HVAC) reveals a proven sales strategy that will allow you to blow away your competition and thrive in a 13 SEER world.

You will quickly learn how to differentiate your company from everyone else. We will teach you how to prepare professional looking documents that sell. You will learn how to make an effective sales presentation, how to overcome objections, and how to “close” the sale without being pushy.

### **Here Is What You’ll See and Discover at this Seminar**

- The dos and don’ts of a truly effective sales presentation.
- Questions you should and should NOT ask the customer.
- How to handle “phone shoppers”.
- Using financing to improve sales and profitability.
- The absolute most powerful sales question you could ask.
- The secret ingredients of a great compelling sales proposal.
- How to keep the customer from seeking additional “bids”.
- How to convert service into replacements.
- When to fix equipment and when to sell them a new one.
- Using extended warranties properly to increase sales.
- How to overcome the four most common objections.
- Increase the average sales price of your proposals.
- Learn what motivates customers to buy.
- How to sell accessories and add to your bottom line.
- Basic pricing strategies.

- How to “close” the sale without stupid sounding high-pressure sales gimmicks.

## **Free For Attendees – Forms and Worksheets Worth Hundreds of Dollars**

- The cover letter that might improve your sales closure rate by 33%.
- You will receive our legendary 14” sales proposal that will increase your sales closure rate significantly. In fact, dealers have reported that our Professional Sales Proposal Kit has doubled or even tripled their closure rate.
- A 60 minute “how-to” Power Selling DVD by James Leichter.
- A vocabulary list that sells and the words that can blow it.
- An equipment repair or replacement worksheet.
- Our popular “Why You Lost the Sale” worksheet.

Our Professional Sales Presentation Kit, including our *Power Selling DVD*, is a \$99.99 value and it's yours free! Signup early to be sure you get one.

## **Here is What Others are Saying About James Leichter**

*“Jamie, I had to write to you personally to thank you for spending time with our dealers. As always, you were excellent. I have yet to meet a speaker/consultant who can inspire people to achieve more in the way you do. I must say I have the utmost respect for your talent and for you personally. You are absolutely an inspiration to me!”*

*“I attended one of Jamie’s sessions today in Chicago. I was very impressed with his presentation. He is by far the best speaker I have heard in a long time and maybe ever. I have been in the business for thirty years and thought I had heard it all. I agree with and practice a lot of what he said today. I thought I was the only one with some of these ideas.”*

*“I have been in the trade for 24 years and have attended numerous seminars. Jamie simply explained why we’re not making money. Jamie has changed my life and countless others”.*

## **Date and Locations**

To be announced. To be filled in by the distributor.

## **Risk Free Guarantee**

If you are not totally happy with this seminar, simply hand back your materials and we will refund all of your money. No hard feelings.

## **Take Decisive Action and Signup Today**

Stop thinking about it and take positive, risk free step right now. Follow a successful, proven path to more HVAC sales with this high-performance sales seminar. Don't put this off. Sign up now!