

American Standard A\$\$ET

April 13-16, 2010

American Standard Sales Enhancement Training (A\$\$ET) is guaranteed to help you boost your residential HVAC sales and profits . . .

and have more fun selling than ever before! The step-by-step process you will learn is easy, but you can't get it from a book, you must experience it first hand at American Standard A\$\$ET. Here's why . . . true learning takes place by doing. The small class size allows personal instruction while you are learning and practicing new skills. Without these skills, you must overcome serious resistance, stalls and road blocking price objections.

At American Standard A\$\$ET, you'll learn how to sell top-of-the-line American Standard replacement systems without high pressure, arm twisting or tricky manipulation. You'll love selling this way, because this is the way customers love to buy! In fact, after A\$\$ET, you'll wonder how you ever survived without it.

You'll learn the No-Pressure Selling® formula, which explains in detail how to help people sell themselves. (When its their idea, there's no resistance.) You'll also learn how to use value to annihilate price objections. When value has been established, up to 80% of your future customers will pay more to deal with you. After A\$\$ET you'll love snatching jobs away from low ball competitors.

The Greek philosopher, Aristotle, said, *"The fool tells me his reasons, the wise man persuades me with my own."* You'll discover a fool-proof way to help customers discover the 5 to 10 benefits they truly desire. The more people desire a new American Standard comfort system, the more they have to own it NOW! Desire, not tricks, closes sales.

Blockbuster Sales Tools

When you attend American Standard A\$\$ET, expect your closing ratio, job profitability and confidence to soar. When you hire a full time comfort consultant who follows the American Standard A\$\$ET formula, expect an additional \$300,000 to \$600,000 in sales the first year! And after your technicians attend A\$\$ET, expect them to convert a significant percentage of repairs into customer pleasing American Standard comfort systems. If you want to invest in yourself, your people or your company, it's absolutely impossible to find a better investment than American Standard A\$\$ET.

Frequently Asked Questions

Is A\$\$ET a Good Investment?

A\$\$ET Information - It can be the best investment you ever make! One to two additional American Standard high efficiency sales per year will pay for this training - after A\$\$ET, two additional sales per week are common! The information you receive from A\$\$ET can be worth hundreds of thousands of dollars over the life of your HVAC sales career. You'll learn to close sales through a simple, proven process, not lose sales due to lack of awareness or bad habits.

Who should attend A\$\$ET and Why?

HVAC sales veterans. Learn and practice the most up-to-date ways to sell American Standard high efficiency equipment on value - -using copyrighted tools, not worn out tricks..

New sales consultants. This information is mandatory. The profits you lost from the sales you didn't make last week may have paid for A\$\$ET.

Service technicians. Your technicians will return with the confidence and skills required to help their customers enjoy owning the benefits of a American Standard high efficiency comfort system. Many firms can double their replacement sales when their technicians attend A\$\$ET.

Why is class size limited to 20 people?

With more than 20 people, there is not enough time for personalized role playing, one-on-one instruction, open discussion and sharing of ideas. Building on previous material and personalized role-playing are the fastest, most effective ways to develop and retain new sales skills. You'll learn how other dealers make their sales presentations and overcome the same objections you hear every day. With this hands-on, learn by doing program, a small group setting is vital in helping you develop new skills and high self confidence.

About the Trainer....Mark Gaylor

Energy, enthusiasm and experience most accurately describe Mark Gaylor...and his experience includes almost every position possible in the HVAC industry.

After a year of observing the opportunities available to HVAC company owners, he became a partner in an emerging HVAC firm. Mark helped grow this customer-focused business from \$150,000 to over 3 million dollars in less than ten years.

Mark's focus was teaching his dealers how to profitably grow their businesses, not selling equipment. As they grew their business, they bought more equipment!

In early 2001 Mark joined The ACT Group, Inc. to help Steve Howard co-instruct Trane Boot Camp. Since then Mark has co-developed the No-Stress Installations seminar. If you miss an opportunity to attend one of Mark's classes, you miss an opportunity of a lifetime!



THE ACT GROUP, INC.

American Standard A\$\$ET

April 13-16, 2010

Register Today...

Three Easy Ways to Register:

1. Mail to:

Debbie Aschenbrenner
Gustave A. Larson Company
PO Box 910
Pewaukee, WI 53072

2. Email:

debbie.aschenbrenner@galarson.com

3. FAX: 800-829-9609 x248

ASSET Training Fee Includes:

- All presentation ready materials
- Certificate of Accomplishment
- Continental Breakfast
- Hot Lunch
- Refreshment Breaks

Not Included:

- Travel Expenses*
- Dinners
- Hotel*

Fee: \$1,995.00 Non-Ad Club Dealers
\$1,095.00 Ad-Club Dealers
\$ 995.00 Customer Care Dealers

Time:

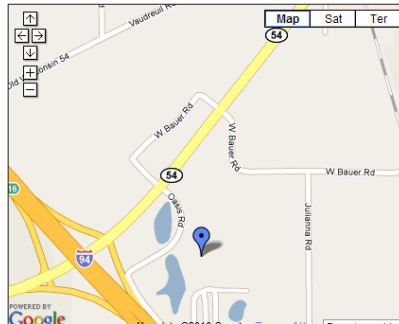
Training runs from 8:00 am - 5:00 pm
and ends at 4:00 pm on the final day.

**Opportunity is limited—
Class size is 20
participants**

*Only travel and hotel expenses are eligible for co-op.

Training Location:
**Best Western Arrowhead
Lodge & Suites**
600 Oasis Road
Black River Falls, WI 54615

Registration cut off date is April 2, 2010.



Hotel reservations can be made at the Best Western Arrowhead Lodge & Suites @ **800-284-9471** with a special rate of \$53.99/room. Please ask for the Gustave A. Larson room block when making your reservations.

(Please Print)

A\$\$ET Training

Name:

Name:

Company:

Acct #:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Bill my Larson Account in the amount of \$ _____

(Account balance must be current and in good standing)

Enclosed is my check for payment in the amount of \$ _____

(Make check payable to the Gustave A. Larson Company)

Cancellation Policy

Full Refund 2 weeks prior to the class (Substitutions may be made at no charge or penalty).

Less than 2 weeks prior, no refund (Your account will be billed).

 **Gustave A. Larson Company**

WHOLESALE HVAC AND REFRIGERATION