

TRANE
Learning Resources
6200 Troup Highway
Tyler, Texas 75707

▶ **March 2010**

The Learning Resource

2010 Trane Air™ Experience!

Want to maximize sales opportunities in this difficult economy? The Trane Air™ Experience program is designed to help Retail Sales Professionals improve selling skills through improved communication skills, product knowledge, process knowledge, and sales skills. This workshop will benefit experienced Retail Sales Professionals as well as those who are new to the HVAC industry or a selling role.



Trane Air™ Experience Agenda

Week 1:

- Industry Profile
- Behavior Profiling (DiSC) to Increase Sales
- Hardware Introduction
- Trane Product
- Factory Tour
- System Selling
- Meet the Product Leaders/New RSP Breakout Sessions
- Marketing
- Sales Closers
- Lead Generation

Week 2:

- Boot Camp

Dates:

- September 28 - October 7, 2010 in Tyler, TX.

Cost:

- \$1895 per person (early bird special) before August 27, 2010
- \$1995 per person after August 27, 2010

Sign Up:

- Register online at <http://events.SignUp4.com/residentialsystems421060>

Need more help? Contact:

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www.tranelearningresources.com



It's Hard To Stop A Trane.®