



# No Pressure Selling

## COURSE DESCRIPTION

### Sell the way your customers want to buy®

Today, a large and growing number of homeowners will pay you to improve their family's health and their home's comfort without waiting for a major component to fail.

**Eliminate your competition:** There are four vital benefits your customers want and your competition can't provide. At No Pressure Selling® you will learn to use your Wheel of Value® to document why You, Your Company, Ideal Comfort Solution® and Greatest Peace of Mind® make buying from you their best investment.

**Grow sales:** According to Burger King there are 221,184 ways to order a Whopper®. Think of all combinations of SEER, accessories, warranties, options and duct problems – much more than extra mustard hold the mayo. At No Pressure Selling® you will learn to give your customers exactly what they need to design their Ideal Comfort Solution®. Closing is easy when buying is your customer's idea.

### WHO SHOULD ATTEND:

Owners, Sales Managers, Retail Sales Professionals

### INSTRUCTOR

Chris Carlisle

**October 4-5,  
2022**

**8:00 a.m. - 5:00  
p.m. CST**

## COURSE INFORMATION

### WHERE:

Wilderness Resort  
Glacier Canyon Conference Center  
45 Hillman Road,  
Wisconsin Dells, WI 53965

**COURSE FEE:** \$499

**INCLUDES:** Breakfast, Lunch,  
Course Materials



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