



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 Carlile

**October 6-7,
2022**

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

COURSE INFORMATION

WHERE:

Gustave A. Larson - Denver

COURSE FEE: \$499

INCLUDES: Breakfast, Lunch,
Course Materials



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