



Drive Sales and Accelerate Profit by Delivering the Daikin Elite Buying Experience (Sales 101)

2 DAY WORKSHOP

COURSE DESCRIPTION:

The Daikin Elite Buying Experience is a one-of-a-kind system that will elevate your company’s status in the consumer’s mind as a “Trusted Authority” and differentiate your salespeople as “Trusted Advisors” to position your company and premium solutions first and foremost in the customer’s mind as offering the quality, value, reliability and uniqueness their desire. Creating a Buying Experience, IS NOT the same as selling. This is not a sales training course. What you will learn is unlike anything you’ve ever heard in the industry. You are embarking a journey that will allow you change the way people think about your company and your products and consider you in a different light than other contractors that simply want to make a sale. You will love your job, earn people’s respect and appreciation, make a difference in people’s lives and make more money for your efforts.



Registration & Costs

Companies enrolled and active in the Daikin Elite Training Program

\$0*

*Per registrant

Companies not enrolled in the Daikin Elite Training Program

\$350*

*Per registrant

Register: <https://daikinelite.com/sales101spokane>

Questions? Contact [Jeremy Chandler](#)
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Presenter



Russ Horrocks
Vice President, HVAC Sellutions



Schedule

Spokane, Washington
Tuesday & Wednesday, March 3-4, 2020
8:00 AM (TUE) -to- 5:00 PM (WED) PST

Thermal Supply Spokane Branch
4124 E. Main, Spokane, Washington 99202



Course Materials:

- Power Point Slides – Mindset Training
- Embedded Videos of the Wally Story – Mindset Training
- Retail Sales Workbook

Topics Covered (Mindset):

- Mindset - Getting Your mind right
- Prosperity Plan – Defining Your Achievement in a Plan
- Defining the Change Model – How Sales People Can Improve
- Retail Selling Process – Step-by-Step
- Learning to Differentiate Yourself and Your Company

Topics Covered (Sales 101):

- Role of the Technician
- Mind Mapping – Attitudes and Focusing on Goals
- Setting Goals and a Personal Plan
- Personality Types – Social Styles – Dealing with People – How and Why
- Understanding Effective Communication
- Crafting Questions to Engage a Homeowner
- Defining 7 Selling Skills
- Understanding the Customer Buying Process and Involving Them
- The Perfect Service Call Process
- Troubleshoot and roleplay attendee-specific customer care situations

What to bring (Dealers):

- Existing Selling tools
- Load calculation methods
- Proposal and agreement forms
- Current presentation
- Comfort advisor training manual
- Sales Process article

Who Should Attend?

- Owners of Trades Businesses who want to install Sales Process
- Comfort Advisors
- Technicians ONLY if they UNDERSTAND this is A COMFORT ADVISORS platform