

Max Profit SellingSM



The ultimate sales training course designed specifically to sell high-margin, high-efficiency American Standard comfort systems

- Discover how easy it can be to sell variable speed products, accessories and warranties because of the value they provide
- Make "selling on price" a thing of the past
- Increase your closing ratio and average system selling price with these three simple tools.

Comfort Concerns List[©]

Learn to ask the right questions to discover your customers' needs and desires. Help your customers sell themselves

Estimated Energy Savings[©]

An easy to use tool to show the advantage of high-efficiency products

Wheel of Value[©]

Learn to lock out the competition with the four things your customers need, and your competition can never provide

- Learn a simple presentation that makes gaining your customers' approval and closing the sale a snap.
- Learn to ask the 2 simple questions that eliminate over 50% of all objections
- Receive essential presentation pages ready to be used in your customers home to build value and help close sales

October 14-15, 2008

**For more
information contact
your Territory
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(309) 820-0566**

THE **ACT** GROUP INC.
Increased Profits Through Knowledge[™]

What will you learn from Max Profit SellingSM?

Most businesses fail because they have the wrong **processes** in place. This two-day course gives those new to **No Pressure Selling[®]** the tools necessary to immediately make an impact on their bottom line and those familiar with **No Pressure Selling[®]** a great overview and refresher to make sure they are taking advantage of every opportunity.

Frequently Asked Questions

How is Max Profit SellingSM different from ASSET?

Max Profit SellingSM serves as both an introduction and refresher to the No Pressure Selling[®] process taught in 4-day ASSET

Will I be able to immediately improve my sales?

Yes, you will go home with the tools you need to close more sales with more profit margin than ever. By learning to sell on value and not price, you will open up a brand new market of premium buyers ready to solve their comfort needs.

Will I receive sales presentation materials?

Yes, included with tuition is our newly redesigned presentation manual. This street ready tool will allow you to set yourself apart from the competition by showing your customers that you offer a completely unique solution. The combination of YOU, YOUR COMPANY, YOUR INSTALLATION and AMERICAN STANDARD give you an advantage and helps you find the value-minded customers.



Will there be skills practice?

Skills practice is essential to understanding how the No Pressure Selling[®] process is implemented. Peer skills practice and example sales presentations will help you better understand how No Pressure Selling[®] is used in real world situations.

Who should attend Max Profit SellingSM?

Anyone that has any contact with the customer. Making sure your entire team knows how the No Pressure Selling[®] process works is vital to your success. Everytime a customer has contact with anyone with your company a sale is won or lost.

No Pressure Selling[®] Overview

This process is unlike any other. ASSET training will help you completely understand today's consumers and close more sales. You will learn to do all this by asking the right questions, listening effectively, and presenting the best possible solution. Manipulative tricks, and pressure closes simply will not work with today's consumers.

Value vs. Price

Three rules for selling based on value instead of price

- How to create value with the benefits of the solution you offer
- Price is only a detail ... value is what determines the outcome of the sale

No Pressure Selling[®] Process

Discovering Opportunities

- Comfort Concerns List[©]
- Pinpointing needs
- Focus your survey on making your customers' lives better

Present Benefits

- Comfort system
- Your unique solution

Gain Commitment

- Two magic questions[©]
- Ask for the sale effectively

Dealing with Objections

What to do when you hear:

- "The price is too high"
- "We're not in a hurry"
- "We need another bid"
- "We've found that cheaper somewhere else"
- "We can't afford it"
- "We need to think about it"
- Class suggested objections