



Unlimited Leads

*American
Standard*
HEATING & AIR
CONDITIONING

This cutting edge lead generation course focuses on helping you build an integrated marketing plan designed to grow your business through targeted advertising, referrals, and strategic marketing.

What You Will Learn: **September 9-10, 2008**

- New ways to increase your sales immediately after leaving the class with an integrated marketing approach
- The importance of building a replacement culture throughout your organization
- Best practices for reducing the likelihood that your replacement leads will shop and increase your closing ratio
- Best practices for getting everyone on your team driving referrals using internal marketing
- How to create “advocates” who become cheerleaders for your company, driving sales, and profits
- Why technician customer service is the most important item you can focus on to increase referrals
- New ideas for staying connected to your customers with newsletters, brochures, magnets and more
- Find the right marketing for your organizations during in-depth “pros & cons” discussion
- New ideas for maximizing your advertising dollars by reaching the right customers

*To find out more about
Unlimited Leads call
Erin Neukomm at:*

(309) 820-0566

It's no secret! Your existing customers already see the value of your company and will typically pay the most for your replacement systems. These customers, and the referrals they generate, are far less likely to shop than new customers.

How pro-active has your current marketing and advertising been over the last 24 months? This course will give you the planning tools to be more pro-active and significantly grow your residential replacement over the *next* 12 months.

Why Act Now? Your competition is catching up fast ... Today it takes more than just a great sales team, it takes great leads. And it takes a strategic lead generation program to guarantee solid leads twelve months out of the year. The simple fact is many contractors are wasting their “advertising” dollars marketing to the wrong people at the wrong time with the wrong message.

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