



TRAINING SOLUTIONS
COURSE GUIDE 2016

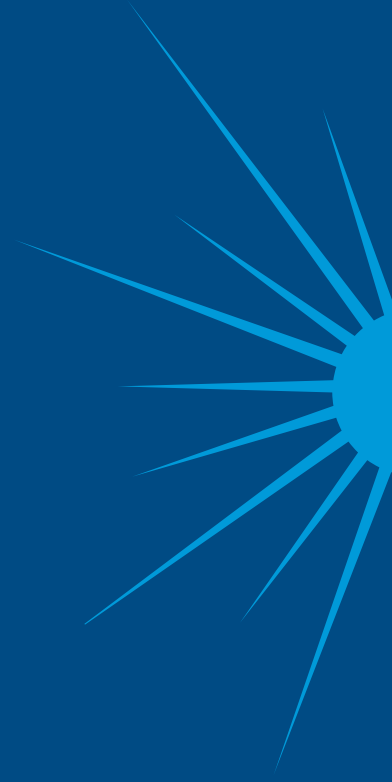


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2016 EVENT REQUEST FORM 37



Scheduling and Policies

Training for Success in the HVAC Industry

Success in the heating and cooling industry depends on the ability to generate an aggressive edge over competitors, and the key to gaining that edge is training. International Comfort Products® (ICP™) offers distributors and dealers the key to success with quality technical, sales, customer relations and business training workshops.

ICP™ also understands how valuable time is to you and your customers. ICP Training Solutions are field courses. You choose the date, location, subject matter and time and our qualified instructors come to your city. You provide the location and communicate the workshop to your customers or employees, and as a sponsor create loyalty and value in your company.

ICP Factory Training offers a variety of training solutions to meet your needs. Pick the solution that meets your needs and enjoy your return on investment.

Event Scheduling Process

1. Pick the course that best fits your needs.
2. Complete event request form and email to training@icpusa.com. Form can be downloaded from:
 - www.icp.hvacpartners.com (Marketing Tab, Marketing Summaries, Instructor Led Training)
 - www.icp.hvacpartners.com (Learning Center Tab, 2016 Event Request Form)
 - The end of this course guide
3. Wait for confirmation from ICP training prior to advertising your event to dealers. Once the event is confirmed, cancellation fees, and/or deposits will become effective.
4. Advertise, market and enroll your dealers.
5. Communicate estimated student count to Training Coordinator 3 weeks prior to event, so that course materials can be ordered.

To schedule dealer technical training offered through the Syracuse training group: Contact ICP technical training at technicaltraining@icpusa.com or 315-432-3500.

Event Closeout

1. Instructor will submit the roster to ICP Training.
2. Distributor will be billed by ICP for the event costs based on number of students attended or minimum student requirements, less deposits paid for BDR/Geo-Connections events. Territory Managers and other key distributor associates are encouraged to attend dealer events. All distributor personnel may attend the course up

to the maximum class size at no fee to the distributor once the minimum quantity has been met for the course cost.

Fee Structure

All fees include student course materials and trainer fees. Refer to the course listing on the following pages for available courses , length, description and pricing.

Marketing Funds/Co-op

Currently ICP Training course fees qualify for co-op assistance at 50%. This is subject to ICP co-op fund availability. Direct any questions on co-op qualification or current ICP participation percentages to the Training Coordinator prior to booking the workshop. Submit co-op claims using the standard claiming processes. Co-op funding is subject to change.

Cancellation Policies

STANDARD CANCELTION POLICY - Course cancellation or rescheduled fees vary and should be discussed with the training team at the time the event is scheduled. A late cancellation fee of 50% of the course cost, at the 15 student minimum, will apply to each event canceled less than 30 calendar days before the scheduled start of an event. (All courses other than BDR and GEO-CONNECTIONS)

PAYMENT & CANCELTION POLICY BDR - If conducting a BDR course, distributor will be billed for 50% of the course cost at the BDR student minimum, of 25 students, upon scheduling the course, and the remainder will be billed upon the completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 120 days written notice to the trainer and the Factory training team. Distributor will be billed, \$75 per, for non-dealer materials received.

PAYMENT & CANCELTION POLICY GEOCONNECTIONS - If conducting a GeoConnections course, distributor will be billed for 50% of the course cost at the GeoConnections student minimum, of 12 students, upon scheduling the course, and the remainder will be billed upon the completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 30 days written notice to the trainer and the Factory training team. Distributor will be billed, \$150 per, for non-dealer materials received.



Price List

Dealer Business Training Solutions

We want to do everything we can to provide you with current, breakthrough, practical information that you can apply in your business. We're providing tools you can use to help firmly position your business for success today, and well into the future.

DEALER BUSINESS MANAGEMENT (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
Creating a Company People Love to Buy From	Principals, Key Associates	8 hours	Bob Gee	\$350 (15 student minimum)
Creating a Company People Love to Work For	Principals, Key Associates	8 hours	Bob Gee	\$350 (15 student minimum)
Financial Management I	Principals, Key Associates, Book-keepers	8 hours	Wayne Atkins	\$335 (15 student minimum)
Financial Management I	Principals, Key Associates, Bookkeepers	8 hours	Wayne Atkins	\$335 (15 student minimum)
★PreWall 1: 4 Steps to \$1 Million in Revenue	Principals, Key Associates, Bookkeepers	16 hours	Business Development Resources (BDR)	\$755 (25 student minimum)
Pricing for Profit	Principals, Key Associates, Bookkeepers	8 hours	John/Vicki LaPlant	\$325 (15 student minimum)
Service Department Profits	Principals, Key Associates, Bookkeepers	8 hours	Wayne Atkins	\$335 (15 student minimum)
★Strategies for Profit & Growth	Principals, Key Associates, Bookkeepers	16 hours	Business Development Resources (BDR)	\$755 (25 student minimum)

DEALER SERVICE (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
★Successful Service for today's HVAC Company	Principals, Service Managers, Dispatchers	8 hours	Business Development Resources (BDR)	\$425 (25 student minimum)



DEALER SALES (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
Sales Tools and Processes	Principals, Key Associates, Sales	8 hours	John/Vicki LaPlant	\$325 (15 student minimum)
Selling With Value	Principals, Key Associates, Sales	8 hours	Jim Hinshaw	\$435 (15 student minimum)
Selling Comfort Today	Principals, Key Associates, Sales	8 hours	Jim Hinshaw	\$435 (15 student minimum)
Successful Sales for today's HVAC Company★	Principals, Key Associates, Sales	8 hours	Business Development Resources (BDR)	\$425 (25 student minimum)

DEALER MARKETING (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
Internet Lead Generation, Search Optimization and Your Reputation	Principals, Key Associates, Sales	8 hours	MTA360	\$350 (15 student minimum)
Lead Generation and Marketing for Profits	Principals, Key Associates, Sales	8 hours	John/Vicki LaPlant	\$325 (15 student minimum)

Standard Cancellation Policy - Course cancellation or rescheduled fees vary and should be discussed with the training team at the time the event is scheduled. A late cancellation fee of 50% of the course cost, at the 15-student minimum, will apply to each event canceled less than 30 calendar days before the scheduled start of an event.

Payment & Cancellation Policy BDR - If conducting a BDR course, distributor will be billed for 50% of the course cost at the BDR student minimum, of 25 students, upon scheduling the course, and the remainder will be billed upon the completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 120 days written notice to the trainer and the Factory training team. Distributor will be billed, \$75 per, for non-dealer materials received.

Dealer Geothermal Training Solutions

DEALER GEOTHERMAL TECHNICAL (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
★Geothermal Technical Training	Principals, Key Associates, Key Technicians	4, 6, or 8 hour options	Factory Trainer	\$215 (15 student minimum)
★ Geothermal Software Training	Principals, Key Associates, Key Technicians	3 hours	Factory Trainer	\$175 (15 student minimum)

DEALER GEOTHERMAL DESIGN (★NEW COURSES IN 2016)				
Course	Who Attends	Length	Trainer	Per Student Rate
★Advanced Geothermal Design + LoopLink Certification	Principals, Key Associates, Key Technicians	16 hours	Geo-Connections	\$750 (12 student minimum)
★IGSHPA Accredited Geothermal Design	Principals, Key Associates, Key Technicians	24 hours	Geo-Connections	\$925 (12 student minimum)
★Introduction to Geothermal Loop Design	Principals, Key Associates, Key Technicians	8 hours	Geo-Connections	\$400 (12 student minimum)

Payment & Cancellation Policy GeoConnections - If conducting a GeoConnections course, distributor will be billed for 50% of the course cost at the GeoConnections student minimum, of 12 students, upon scheduling the course, and the remainder will be billed upon the completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 30 days written notice to the trainer and the Factory training team. Distributor will be billed, \$150 per, for non-dealer materials received.



Distributor Training Solutions

We provide powerful interactive training that can result in measurable growth in not only distributor dealer bases, but dealer customer bases as well.

DISTRIBUTOR COUNTER SERVICE				
Course	Who Attends	Length	Trainer	Per Student Rate
Advanced Service Behaviors for the Supply House	Territory Managers, Managers	4 hours	Steve Coscia	\$295 (15 student minimum)

DISTRIBUTOR INSIDE SALES				
Course	Who Attends	Length	Trainer	Per Student Rate
Inside Sales Transformed	Territory Managers, Managers	8 hours	Jim Hinshaw	\$435 (15 student minimum)

DISTRIBUTOR TERRITORY MANAGER SALES				
Course	Who Attends	Length	Trainer	Per Student Rate
Contractor Tools for Territory Managers	Territory Managers, Managers	8 hours	Jim Hinshaw	\$435 (15 student minimum)
Territory Managers Transformed	Territory Managers, Managers	8 hours	John/Vicki LaPlant	\$425 (15 student minimum)

Standard Cancellation Policy - Course cancellation or rescheduled fees vary and should be discussed with the training team at the time the event is scheduled. A late cancellation fee of 50% of the course cost, at the 15-student minimum, will apply to each event canceled less than 30 calendar days before the scheduled start of an event.

Training offered through the Syracuse Training Group:

For additional information or to schedule the below courses contact ICP technical training at technicaltraining@icpusa.com or 315-432-3500. Refer to Syracuse Training Group for specifics regarding cancelations. *TSA Training Kits are available for these courses.

HVAC BASICS

Interactive courses give attendees a thorough understanding of processes, components, systems, and testing instruments. (All courses are 3.5 hours)

Basics 101 (Air Conditioning Fundamentals)*

Basics 102 (Electrical Circuits for Technicians)*

Basics 103 (Gas Heating for Technicians)*

Basics 104 (Air Properties & Measurement)*

Basics 105 (Technician Safety)*

HVAC SKILLS

Attendees hone their HVAC troubleshooting and service skills resulting in increased productivity and customer satisfaction. (All courses are 7 hours except Skills 101, 3.5 hours)

Skills 101 (R-410A Refrigerant Handling)*

Skills 102 (Air Conditioning Installation & Service)

Skills 103 (Heat Pump Installation & Service)

Skills 104 (Gas Furnace Installation & Service)

Skills 105 (Electrical Troubleshooting)

CERTIFICATION – EPA, NATE®

Attendees will be well prepared for certification testing. (All courses are 3.5 hours or 7 hours with optional certification exam)

Certification 101 (EPA 602 Refrigerant Handling)

Certification 102 (NATE Core Test Review)

Certification 103 (NATE Air Conditioning Test Review)

Certification 104 (NATE Gas Heating Test Review)

Certification 105 (NATE Heat Pump Test Review)

PRODUCT SPECIFIC TRAINING

Attendees learn details on specific products, including their installation, proper operation, and service. (All courses are 3.5 hours except Product 104, 7 hours)

Product 101 (Gas Furnace Installation & Service)*

Product 102 (Air Conditioning Installation & Service)*

Product 103 (Heat Pump Installation & Service)*

Product 104 (Commercial Unit Installation & Service)



Course Details

COURSE TITLE

Creating a Company People Love to Buy From

INSTRUCTOR

Bob Gee

WHO SHOULD ATTEND

Principals, Key Associates

LENGTH

8 hrs

COURSE DESCRIPTION:

The average HVAC dealership loses 15% to 20% of its customer base every year (TARP). 68% of those losses can be attributed to a single failure in customer service. The most successful companies know the value of a "customer" to the sustainable growth of their business and develop a plan to grow a base of "lifetime customers". The plan is comprehensive and every employee is trained to implement the plan every time they are in contact with a customer for any reason. They understand the concept of "WOW" service and how to create wow experiences for their customers. Approaches and responses are scripted and "learned". It works.

PARTICIPANTS WILL LEARN HOW TO:

- Assess the effectiveness of their current customer service practices.
- Create a competitive advantage through customer service.
- Write a plan to provide WOW service to their customers.
- Train and motivate employees to translate the plan in to lifetime customers.
- Define and provide WOW experiences for their customers.
- Create an action plan.



COURSE TITLE

Creating a Company People Love to Work For

INSTRUCTOR

Bob Gee

WHO SHOULD ATTEND

Principals, Key Associates

LENGTH

8 hrs

COURSE DESCRIPTION:

The most successful companies have learned that their employees are their greatest asset. They carefully mold a solid team that is committed to the growth and sustainability of the business. A successful company has a group of people who buy into the company vision and who will give "their all" to achieve it. These companies understand the concept of the "Company Bus." Getting the right people in the right seats on the bus, before you decide where you want the bus to go.

PARTICIPANTS WILL:

- Use an assessment tools to measure the productivity of their current team.
- Determine, define and identify current and future needs.
- Identify potential employees with high propensity for success.
- Exercise the concept of hiring for attitude and training for skills.
- Create an environment where people are self-motivated.
- Develop a 5-year people plan to position a company for sustainable success.
- Create an Action Plan.

COURSE TITLE

Financial Management I

INSTRUCTOR

Wayne Atkins

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

8 hrs

COURSE DESCRIPTION:

Financial Management I is a financial management workshop designed to assist owners and managers to understand how daily operations, field staffing, direct costs, and overhead all impact the firm's installation pricing and strategy. The instructor has over 28 years of experience working with hundreds of contractors in both workshops and one-on-one consulting, and is known in the industry as the "HVAC Business Doctor®"

This is a hands on, high impact workshop. You will spend a share of your time applying what you have learned to "real life" HVAC situations. Bring your calculator and financial statements; your sensitive information will be protected. Be sure to include any key personnel involved in preparing or using your financial information to determine pricing factors.

PARTICIPANTS WILL:

- Review the Income Statement's correct format.
- Define sales, cost of goods sold, overhead and profit.
- Price using their financial information installations and the real "cost of the job".
- Target a double digit net profit when pricing installations.
- Know if they have enough field staff to support their overheads.
- Be introduced to an actual working system, including software.



COURSE TITLE

Financial Management II

INSTRUCTOR

Wayne Atkins

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

8 hrs

COURSE DESCRIPTION:

Financial Management II is a stand-alone workshop. Financial Management I is NOT a prerequisite as it covers additional topics necessary to keep your business running at its highest performance. FM II is a financial management workshop designed to assist owners and key personnel in creating a complete cash flow, credit and collections program and policy. You will review what your balance sheet tells your creditors when reviewed. Financial ratios that indicate the health of your cash flow are reviewed. The instructor has over 28 years of experience working with hundreds of contractors in both workshops and one-on-one consulting, and is known in the industry as the "HVAC Business Doctor®".

This is a hands on, high impact workshop. Bring your calculator and financial statements. Your sensitive information will be protected. Be sure to include any key personnel involved in preparing or using your financial information to determine pricing factors.

PARTICIPANTS WILL:

- Define Proper Cash Management and Cash Flow.
- Understand how profitable businesses run out of cash, and how to prevent it.
- Review the balance sheets key financial ratios:
 - Average days outstanding
 - Working capital
 - Debt to equity and many more
- Develop proper billing techniques.
- Develop a credit and collections program including phone scripts, letters, and legal options.

COURSE TITLE

PreWall 1: 4 Steps to \$1 Million in Revenue

INSTRUCTOR

BDR

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

16 hrs

COURSE DESCRIPTION:

This 2-day class is focused on residential dealers currently generating less than \$600,000 per year in revenue. It is also valuable for larger dealers who are struggling with profitability or cash and want a better understanding of pricing and the overhead cost of running a business. Dealers will be shown the 4 things they need to do each day to generate \$1 Million in revenue and how to do them profitably. The true cost of operating a profitable HVAC business and what it takes to make more money without working more hours will be examined.

PARTICIPANTS WILL L:

- Discuss the 4 steps toward generating \$1 million in revenue.
- Determine the real cost of doing business.
- Develop lead generation & customer tracking techniques.
- Profitably price jobs.
- Discuss starting and finishing well.
- Communicate their value to close more sales.
- Implement changes to build sales and profitability.



COURSE TITLE

Pricing for Profit

INSTRUCTOR

John & Vicki LaPlant

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

8 hrs

COURSE DESCRIPTION:

Pricing would not be difficult if all that was required was determining direct cost and what amount of profit to add. However that pesky cost called overhead must be built into every installation and service price. This one-day class with included pricing templates will demonstrate three different methods of estimating direct cost and building overhead into the price. In addition, the seminar shows the importance of analyzing the marketing aspect of pricing and the understanding that determining the amount of profit to add to a job includes consideration of backlog, seasonality, value and company brand.

This course demonstrates that how to recover overhead is part of a strategic decision each individual company should make. What is often overlooked is that the methodology used for pricing determines how overhead is recovered by default. And the methodology may not always be to the company's strategic advantage. This course shows companies the most strategic means to recover overhead and allow a competitive advantage in the marketplace.

Participants should bring a laptop with the Microsoft® Excel program installed and a current year-to-date income statement.

PARTICIPANTS WILL:

- Understand the sections of an Income Statement.
- Demonstrate difference between margin & mark-up.
- Use provided excel program for break-even and determine break-even for participant's company.
- Determine company overhead % and adjust overhead % for pricing purposes.
- Use provided excel program to calculate installation selling price using 3 methods.
- Calculate what service labor rate should be based on.
- List 3 changes that company will make in pricing and determine how to implement.

COURSE TITLE

Service Department Profits

INSTRUCTOR

Wayne Atkins

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

8 hrs

COURSE DESCRIPTION:

If you want to improve the profitability of your Service Department and learn how to implement or improve the results of your residential flat rate pricing system, this is the workshop for you. Additionally, you will discuss in detail how to price and sell more service agreements and at the same time create a loyal customer base that will refer their friends and family to your company for their HVAC needs. The instructor has over 28 years of experience working with hundreds of contractors in both workshops and one-on-one consulting, and is known in the industry as the "HVAC Business Doctor®".

This is a hands-on, high impact workshop. Bring a copy of your existing flat rate book and Service Agreements to review during the workshop. This is not a boring lecture; come prepared to participate in exercises and discussion.

PARTICIPANTS WILL:

- Determine the "right price" for their service and travel rates.
- Learn methods to increase their number of commercial and residential service agreements.
- Develop methods to help their customer's, and more importantly their employees see the advantages of flat rate pricing.
- View samples of properly designed service tickets and service agreements.
- Learn how to achieve service department margins exceeding 60%.



COURSE TITLE

Strategies for Profit & Growth

INSTRUCTOR

BDR

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

16 hrs

COURSE DESCRIPTION:

This 2-day class give dealers the tools to succeed in today's rapidly changing market. Dealers will learn strategies for improving high-efficiency equipment and accessory sales, offering choices to raise their average sale, managing cash flow, and increasing service department profitability. This class helps dealers build a dream of what is possible in profitability, along with a vision of how to get there and the necessary action steps. This class is the starting point for the dealer training journey.

PARTICIPANTS WILL:

- Review the dynamics of profitability.
- discuss a "4 choice" selling approach.
- Review the benefits of "unbundling" the sale to capture every sales opportunity.
- Realize the benefits of recommending the best.
- Fint out hou to convert 1st time customer to lifetime clients.
- Discuss methods to raise service department profits.
- Calculate the true cost of labor.
- Course includes more than 30 HVAC specific tools, templates, and spreadsheets.

COURSE TITLE

Successful Sales for Today's HVAC Company

INSTRUCTOR

BDR

WHO SHOULD ATTEND

Principals, Key Associates, Bookkeepers

LENGTH

8 hrs

COURSE DESCRIPTION:

Our industry has shifted from an install industry to a retail sales industry. This 1-day class focuses on what we need to do as "retailers" to communicate our value to the customer, improve our closing ratios, increase our average sale, and generate valuable referral leads.

PARTICIPANTS WILL:

- Review the sales process - before, after & during.
- Track incoming calls to eliminate missed opportunities.
- Discuss lead generation & management techniques.
- Practice referral generating techniques.
- Propose 4 customer choices on every sale to meet the needs of every customer.
- Calculate the profitability of accessories on sales.
- Learn to communicate value on every sale.

COURSE TITLE

Sales Tools and Processes

INSTRUCTOR

John & Vicki LaPlant

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

This training begins with a discussion on research collected from today's HVAC consumers about what influences their buying decisions including offering financing, providing more than one installation package option and offers. Participants will discuss how to effectively include these influencers in their sales process.

Included in the training is a customizable sales presentation, adaptable for tablet or hardcopy book, in PowerPoint. Participants will begin the customization in the training and demonstrate how the sales presentation will be used in a sales role play.

A five part sales process will be presented that includes the introduction, asking questions, presenting evidence, overcoming objections and asking for the sale. Examples of what to say are presented in each portion of the sales call process and the participants will practice the individual step. Participants will practice providing feature, benefit to solutions and overcoming typical objections. Role play scenarios will be provided to the participants and each will role play with the instructor.

Participants should bring a laptop with the Microsoft® Excel and Microsoft® PowerPoint programs installed.

PARTICIPANTS WILL:

- Begin the customization of a sales presentation in hardcopy or tablet format.
- Design a plan for implementation of financing, installation package options and offers in the company's sales process.
- Role play each section of a five part sales call process and a final role play from beginning to end.
- Begin a process designed to close more sales resulting in higher profits for their organization.

COURSE TITLE

Selling with Value

INSTRUCTOR

Jim Hinshaw

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

Technicians are the best sales reps however, if you're like most, you don't like to sell. With this in mind, the SUCCESS STARTS WITH V.A.L.U.E.[™] program was developed to help you help your customers own new comfort equipment, accessories, and service agreements without the awkwardness of being a "salesman".

The SUCCESS STARTS WITH V.A.L.U.E.[™] program shows you how to work in your customer's best interest without using high pressure or old time sales tactics that everyone hates. The focus is on:

- Validating that your company is the right company to help them with their needs.
- Asking the right questions.
- Listening to their answers.
- Understanding the elements of comfort in their home.
- Encouraging the customer to do what is best for them now.

PARTICIPANTS WILL:

- Use the Home Comfort Opportunities[™] to give customers exactly what they want.
- Eliminate any competition by using the Pyramid of Power[™].
- Use Tools NOT Tricks to deal with all the common objections.
- Ask the TWO questions that can eliminate over 40% of all objections



COURSE TITLE

Selling Comfort Today

INSTRUCTOR

Jim Hinshaw

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

What's the most profitable investment you can make today? The answer is simple, it's an investment in your future sales success! This program is completely up-dated to make it easier, more fun and more profitable for you to sell HVAC equipment in the 21st century

Learn the 3 simple steps in the Selling Comfort Today® formula that will work for you! (You'll wonder how you ever survived without it.) Find how the needs, desires and demands of the 21st century consumer have drastically changed, and discover how easy it is to sell variable speed indoor products. (Not knowing this information can cost you a fortune!)

PARTICIPANTS WILL:

- Receive Home Comfort Opportunities™ and learn how it helps customers sell themselves.
- Learn how easy it is to lock out others by using the Power Pyramid™.
- Use 3 Selling Comfort Today® tools to easily deal with all the common objections!
- Learn to easily move people from the lowest-cost-minimum-solution to your top-of-the-line-system.
- Learn how to convert a phone price-shopper to a solid appointment within 30 seconds.
- Use easy Selling Comfort Today® ways to deal with "Need to think about it, Your price is too high and I need another bid". (Your closing ratio and self confidence will skyrocket!).
- Receive essential Selling Comfort Today® street-ready presentation manual pages including Our Promise to You, Value of Our Installation, and Home Comfort Opportunities.

COURSE TITLE

Successful Service for Today's HVAC Company

INSTRUCTOR

BDR

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

Most service departments lose money. Today a service department can be a profit center by delivering great customer service, pricing correctly, offering system-enhancing accessories, and capturing replacement leads. This 1-day class will give you easy-to-implement items that will help make Service extremely profitable.

PARTICIPANTS WILL REVIEW:

- Profitable maintenance agreement programs and forms.
- Repair vs. replace recommendation parameters.
- Offering system enhancing accessories.
- Retail service billing.
- Becoming a detective while analyzing service tickets.
- Recurring revenue building.
- In-home interactions.



COURSE TITLE

Internet Lead Generation, Search Optimization and Your Reputation

INSTRUCTOR

MTA360

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

This an Internet marketing and online visibility course designed to teach owners and managers to how to generate leads from the internet. Mta360 has comprehensive experience helping hundreds of HVAC contractors get online, build conversion-focused websites, and get leads from Google.

This is a high-level strategy workshop with a fair amount of hands-on practice. You will learn what to look for in an outside marketing provider, which types of internet marketing are most effective, along with plenty of DIY internet basics. Bring your laptop and follow along while we teach you about Twitter, Facebook, Google + Local, and even SEO (search engine optimization)! Be sure to include any key personnel involved in managing your online presence.

PARTICIPANTS WILL:

- Find out how much opportunity exists on the internet and how to capture it.
- Understand how to evaluate their current website/SEO provider.
- Learn how to get listed on Google Maps, Yelp, and social media sites.
- See first-hand what it takes for a website to rank #1 on Google.
- Know how to differentiate
 - PPC vs. SEO
 - Mobile websites vs. responsive websites
 - Good SEO vs. harmful SEO
- Have a chance for optional "Current Website Review" - receive feedback from mta360's IT team.
- Get the opportunity to get answers to specific internet marketing questions from a true expert.

COURSE TITLE

Lead Generation and Marketing for Profits

INSTRUCTOR

John & Vicki LaPlant

WHO SHOULD ATTEND

Principals, Key Associates, Sales

LENGTH

8 hrs

COURSE DESCRIPTION:

Cost-effective gorilla marketing that generates leads is the focus of this seminar. Participants will determine their company brand and begin to utilize in their company's marketing efforts by designing a company brochure. The difference between marketing and advertising will be discussed as well as emphasizing frequency over reach.

Discussions will focus on designing marketing that best influences the dealer's intended audience. The basic components of website design and how to use social media cost effectively are discussed. Participants are provided examples of direct marketing materials. Using these materials, other provided marketing tactics and ideas generated during discussions, participants will create a 90 day marketing plan focused on creating immediate leads.

Participants should bring a laptop with the Microsoft® Excel and Microsoft® PowerPoint programs installed.

PARTICIPANTS WILL:

- Develop a company brand.
- Create a company brochure.
- Demonstrate an understanding of their marketing audience and how to influence them.
- Become engaged in gorilla marketing.
- Create a 90 day marketing campaign to generate more leads.



COURSE TITLE

Geothermal Technical Training

INSTRUCTOR

Factory Trainer

WHO SHOULD ATTEND

Principals, Key Associates, Key Technicians

LENGTH

4, 6, & 8 hrs
available

COURSE DESCRIPTION:

Course covers introduction and features for the full residential geothermal product line: GT, GP , GB, GS, GW. Including technical, installation and troubleshooting. The course will include a review of the waterside accessories including flow centers, fittings and tools.

4 hour course: Concentration on unit feature overview, accessory offering and basic application considerations.

6 hours: Concentration on unit feature overview, accessory offering and basic application considerations, plus more on field service and installation details for both units and accessories

8 hours: Concentration on unit feature overview, accessory offering and basic application considerations plus more on field service and installation details for both units and accessories and a demonstration on software tools and install/service practices and a commercial product overview.

COURSE TITLE

Geothermal Software Training

INSTRUCTOR

Factory Trainer

WHO SHOULD ATTEND

Principals, Key Associates, Key Technicians

LENGTH

3 hrs

COURSE DESCRIPTION:

This class is a non-certification course that covers LoopLink design software, Pressure Drop Calculator, Pump Sizing, and Antifreeze selection software tools that assist the designer in proper application and generate a proposal. This is an interactive demonstration, participants will use the software (not provided) on their own computers.

Prerequisite: Participants must have a basic understanding of loop design concepts. (i.e. Field experience, Geothermal Loop Design Basics, IGSHPA Installer or similar)

Requirement: Each participant must bring a laptop or tablet with Wi-Fi enabled and be a registered user of LoopLink Software. (Bring your username and password for LoopLink and Geo-Flo.com).



COURSE TITLE

Advanced Geothermal Design & LoopLink Certification

INSTRUCTOR

Geo-Connections

WHO SHOULD ATTEND

Principals, Key Associates, Key Technicians

LENGTH

16 hrs

COURSE DESCRIPTION:

This course is specifically designed for experienced geothermal system designers and installers who understand the basics of geothermal heating and cooling systems and are looking to expand on their skill sets. The focus of the course is the how and why of proper loop sizing using industry best practices. You will work through design problems that build in complexity, giving you the opportunity to apply what you have learned several times throughout the course. Those that successfully complete the course and all of the required projects will become LoopLink Certified. The course will culminate in a capstone project where you will get hands on experience by designing a system for a large, high end home. Design calculations will be performed in LoopLink. As part of registering for this course, each attendee will be supplied with: RLC Design & Installation Manual from IGSHPA and a One Year Paid LoopLink Subscription

PARTICIPANTS WILL:

- Receive an introduction and overview of geothermal concepts and terminology.
- Review building loads, GSHP hot water generation options and energy modeling.
- Review equipment performance selection strategies.
- Cover loopfield design basics, Head loss calculations.
- Discuss Interior piping design, Interior load distribution.
- Discuss flushing, purging and antifreeze volume calculations.

COURSE TITLE

IGSHPA Accredited Geothermal Design

INSTRUCTOR

Geo-Connections

WHO SHOULD ATTEND

Principals, Key Associates, Key Technicians

LENGTH

24 hrs

COURSE DESCRIPTION:

Learn the fundamentals necessary to build a strong foundation in the how and the why of properly designed and installed geothermal heat-pump systems. You'll receive the start of an excellent GSHP how-to library including the new IGSHPA Residential and Light Commercial GSHP Installation Manual, field guide, calculation worksheets and system calculators. In addition to gaining knowledge in the area of geothermal design and installation, those that pass the exam at the end of training will become IGSHPA accredited and Nate Certified geothermal system installers.

PARTICIPANTS WILL DISCUSS THE FOLLOWING IN RELATION TO GEOTHERMAL DESIGN:

- Economics, marketing and energy savings.
- Soils identification and thermal conductivity.
- Selecting, sizing and designing the GSHP system.
- Designing the ground heat exchanger.
- Grouting procedures for GSHP systems.
- Pipe-joining methods (hands on fusion activity).
- Installation of the ground heat exchanger.
- Flushing and purging the GSHP system.
- Ground source heat pump system startup and checkout.



COURSE TITLE

Introduction to Geothermal Loop Design

INSTRUCTOR

Geo-Connections

WHO SHOULD ATTEND

Principals, Key Associates, Key Technicians

LENGTH

8 hrs

COURSE DESCRIPTION:

The first step to a successful geothermal heat pump installation is proper design. This one-day course will introduce concepts, terminology and calculation methods you can use to build your reputation as a contractor who installs geothermal heat pumps which exceed customer expectations every time. Whether you are new to geo or have many years of experience, anyone can benefit by taking this course from the leading experts in the field. As part of registering for this course, each attendee will be supplied with a copy of the RLC Design and Installation Manual from IGSHA. LoopLink geothermal design software will also be introduced.

PARTICIPANTS WILL BE EXPOSED TO THE FOLLOWING AREAS OF GEOTHERMAL EXCELLENCE:

- Introduction and overview of geothermal concepts and terminology.
- Equipment performance selection strategies.
- Loopfield design basics.
- Head loss calculations and interior piping basics.
- Flushing, purging and antifreeze volume calculations.

COURSE TITLE

Advanced Service Behaviors for the Supply House Counter

INSTRUCTOR

Steve Coscia

WHO SHOULD ATTEND

Territory Managers, Managers

LENGTH

4 hrs

COURSE DESCRIPTION:

The best supply house counter professionals have regular customers with whom they have built rapport and trust. This relationship is built on three factors: personal soft skills, product knowledge and speedy answers to questions.

This interactive seminar will train supply house professionals to maximize these three factors and discover the latent assets that already exists in their midst. The counter professionals who leverage diligence and a customer-centric attitude will gain repeat business and more referrals.

Customers shop where they're likely to get the best answers and fast service. This seminar will train supply house professionals to deliver these benefits and more. Attendees can utilize these new skills immediately.

PARTICIPANTS WILL:

- Exceed customer expectations by establishing a history of trustworthy answers.
- Weld the customer to the supply house so customers will come back again and again.
- Listen more effectively to a customer's problem and NOT assume the outcome.
- Select the correct words and vocal tonality to build more rapport.
- List the "go to" resources within their supply house to accelerate answers and solutions.
- Build customer's reliance on the supply house as a solutions provider.
- Answer questions quickly and more effectively using a "go to" resource guide.

COURSE TITLE

Inside Sales Transformed

INSTRUCTOR

Jim Hinshaw

WHO SHOULD ATTEND

Territory Managers, Managers

LENGTH

8 hrs

COURSE DESCRIPTION:

Who has more contact with customers than anyone else in the company? That's right, it's the inside sales team! Train them to help the customer with more than just a motor, help them with their business! This powerful seminar will show them their role as your customer's parts consultant while they sell value rather than simply take orders

PARTICIPANTS WILL:

- Understand residential and light commercial system operation. (What broke and why it broke!)
- Use the V.A.L.U.E.® formula to open and close sales.
- Sell parts "kits". (Everything they need, not just what they order)
- Learn valuable telephone sales skills, such as:
 - Asking for and getting all the information necessary.
 - Sell add-on special over the phone in 30 seconds.
 - Be the customer's primary parts distributor. (Asking for the business you're not getting)
- Understand all the benefits customers are looking for and how to provide them.
- Review how to deal with the busiest day of the year for the customer and you.
- Discuss the 20 keys to success-dealing with an angry customer-and more. (What to say, what not to say).
- Discuss how to handle common objections:
 - You only handle expensive parts.
 - Your price is too high.
 - We need to get other prices.

COURSE TITLE

Contractor Tools for Territory Managers

INSTRUCTOR

John & Vicki LaPlant

WHO SHOULD ATTEND

Territory Managers

LENGTH

8 hrs

COURSE DESCRIPTION:

The distributor sales person is often the reason why a dealer chooses to do business with one distributor over another. A distributor salesperson must understand the resources that his company and his manufacturer offer to the dealer. He must know his equipment line and how to talk about its advantages to the dealer. But what separates the super star salesperson from the average salesperson is the ability to bring business ideas to his or her customers. When a salesperson understands the business, marketing and sales issues that a dealer faces and is able to provide ideas, he can position himself to be a consultant in the dealer's business not just another salesperson asking for an order.

The focus of this course is to provide basic business, marketing and sales tools that a consultative distributor salesperson can take to his dealer customers. Provided in the training are a number of easy to use and easy to explain Microsoft® Excel and Microsoft® PowerPoint resources that a consultative salesperson can present to his customers as a point of difference. For example, a simple Microsoft® Excel based pricing tool is presented to the participants who will use to price several installation jobs and demonstrate how to present to a dealer customer. In addition a Microsoft® PowerPoint template for a customizable dealer company brochure is also provided and participants will create a sample brochure and demonstrate how to present to a dealer customer. Other tools such as mark-up charts and retail sales tips for dealers are presented and discussed.

Participants should bring a laptop with the Microsoft® Excel and Microsoft® PowerPoint programs installed.

PARTICIPANTS WILL:

- Price typical installation jobs using provided software.
- Practice presenting pricing template to dealers.
- Begin customizing a company brochure for a dealer customer.
- Practice presenting how to use company brochure to a dealer in a retail sales call.
- Create a list of additional marketing and sales ideas to present to dealer customer.



COURSE TITLE

Territory Managers Transformed

INSTRUCTOR

Jim Hinshaw

WHO SHOULD ATTEND

Territory Managers

LENGTH

8 hrs

COURSE DESCRIPTION:

In this course you will review the evolution of the Territory Manager and how they have changed (or need to change!) the last few years. You will focus on the needs the dealer has today vs yesterday, and how you must help them with the business, not just filling orders.

PARTICIPANTS WILL:

- Focus on Contractor Needs and Wants.
- Discover how we must help the dealer today.
- Review tools to help discover those wants and needs.
- Review the importance of distributor program.
- Learn ways to sell more high efficiency systems.
- Review tools to sell more high efficiency today.
- Get advice on how to dealer prospect.
- Discuss how to eat off the other guy's plate.
- Discover the pain, and solve it.
- Get what they need today in support— business, sales, marketing & technical training.

ICP TRAINING REQUEST FORM

NOTE: Form is not complete until Cancellation Policy Agreement is checked on next page.

DATE FORM COMPLETED _____

DISTRIBUTOR NAME: _____

CLASS REQUESTED BY: _____

DISTRIBUTOR ADDRESS: _____

CITY: _____ ST _____ ZIP/POSTAL CODE _____

REQUESTED BY PHONE: _____ EMAIL: _____

CIRCLE APPROPRIATE TRAINER

Wayne Atkins

BDR

Steve Coscia

Bob Gee

Jim Hinshaw

Vicki & John LaPlant

MTA 360

Geothermal

CLASS INFORMATION:

CLASS REQUESTED: _____

DATES REQUESTED: # of Days _____

Primary Dates _____

Alternate Dates _____

CLASS LOCATION: _____

ADDRESS: _____

CITY: _____ ST _____

LOCAL CONTACT FOR CLASS: _____

LOCAL CONTACT PHONE #: _____ EMAIL: _____

BOOKS SHOULD BE SENT TO:

COMPANY NAME: _____

ATTENTION: _____

ADDRESS: _____

CITY: _____ ST _____ ZIP/POSTAL CODE _____

ICP TRAINING REQUEST FORM

Page 2

Standard Distributor Cancellation Policy - Course cancellation or rescheduled fees could vary and should be discussed with the training team at the time the event is scheduled. A late cancellation fee of 50% of the course cost, at the 15-student minimum, will apply to each event cancelled less than 30 calendar days before the scheduled start of an event.

I have read and agree to the STANDARD Distributor Cancellation Policy.

Distributor Payment & Cancellation Policy (BDR)- If conducting a BDR course, distributor will be billed for 50% of the course cost at the BDR student minimum, of 25 students, upon scheduling the course, and the remainder will be billed upon the completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 120 days written notice to the trainer and the training team.

I have read and agree to the BDR Payment and Cancellation Policy.

Distributor Payment & Cancellation Policy (GeoConnections) - *If conducting a GeoConnections course, distributor will be billed for 50% of the course at the GeoConnections student minimum, of 12 students, upon scheduling the course, and the remainder will be billed upon completion of the course. This represents a deposit and will be non-refundable, unless caused by the trainer's inability to perform. The full amount of the course will be billed to the distributor if canceled with less than 30 days written notice to the trainer and the Factory training team. Distributor will be billed, \$150 per, for non-dealer materials received.

I have read and agree to the GeoConnections Payment and Cancellation Policy.

Signature

Call Training Coordinator for questions (931) 270-4301. Email completed form to training@icpusa.com or Fax 860-660-7891.



TRAINING SOLUTIONS COURSE GUIDE 2016

DEALER BUSINESS, DEALER GEOTHERMAL,
AND DISTRIBUTOR TRAINER SOLUTIONS:

training@icpusa.com | 931-270-4301