

2014

TRAINING SOLUTIONS WORKSHOP GUIDE



2014 Program Guide



TABLE OF CONTENTS

ICP Training Solutions – PROGRAM INFORMATION

Training for Success in the HVAC Industry (Overview)	4
Registration Process and Closeout Process	5
Distributor Staff Pricing –Distributor Billing Process	6
When and Where to Offer Courses	7
Suggested Start Times	7
Communication and Filling the Course	8

ICP Training Solutions - COURSE OFFERINGS

Sales, Business, and Marketing Courses

HVAC Business and Marketing	9
Residential, Technician and Distributor Sales	10

HVAC Technical Courses

Basics	11
Skills	11-12
Certification	12-13
ICP Product Specific	13

ICP Training Solutions -Technical WS Descriptions (Detailed) 15-26

ICP Training Solutions- Sales/Business WS Descriptions (Detailed) 27-34

Instructor Biographies 36-37

NON - Classroom Solutions

HVAC Profit Shots	39
SBU - Audio CDs	39
Technical Self Learning Library	40

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. Most ICP Training Solutions are available as field courses. Qualified instructors come to your city and you choose the date, location, subject matter and time. You provide the location and communicate the workshop to your customers or employees, and as a sponsor create loyalty and value in your company.

Many of the Dealer Technical Solutions, identified by the symbol to the right, on pages 11-13 (detailed later) are also available in a kit form which allows the TSA at the distributorship to conduct the training using factory materials. See page 28 for information on the kits and how to obtain them.



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

Distributor Hosted Training Solutions (Overview):

Dealer Solutions

- Business Management
- Marketing
- Residential Sales
- Technician Sales

Distributor Solutions

- Territory Manager Sales
- Inside Sales

HVAC Technical Solutions

- Skill Levels, Certification, Testing

Non Classroom Solutions

- HVAC Profit Shots
- Technical (Self Learning) Books
- Downloadable Audio CDs



2014 Program Guide



Registration Process:

Workshop Setup—

1. Pick the Workshop(s) that best fit(s) your needs.
2. Identify 2-3 possible dates for your workshop(s).
3. For **Technical** Solutions call or email the **Technical** Training Coordinator
(315) 432-3500 technicaltraining@icpusa.com
For **Sales/Business** Solutions call or email the Training Coordinator
(931) 270-4301 training@icpusa.com
4. Wait for confirmation prior to advertising your workshop. Once confirmed, cancellation fees may apply. Refer to cancellation policy.
5. Advertise, market and enroll your dealers 4 to 6 weeks prior to the workshop
6. Communicate estimated student count to Training Coordinator 2 weeks prior to workshop.
7. All workshop supplies will be shipped to your location by ICP Training.
(Supply local contact information and shipping location to the Training Coordinator).
8. Send out reminders to all participants 2-5 days prior to workshop

You will be billed for a minimum of 15 students per ICP Training Solution Workshop. ICP recommends Distributor Participation in Dealer Workshops. After reaching minimum participation, Distributor employees may attend the workshop tuition free.

The workshops are designed with classroom activities that require interaction from the trainer as well as group participation. If the class is too small, there is not enough group interaction and best practice sharing; if the class is too large, the trainer is not able to give individual participants quality feedback and support. The optimum class size of 15 to 25 participants ensures your dealers will receive the highest quality training experience.

Course Closeout—

1. Instructor will submit the roster and feedback forms to ICP Training.
2. Distributor will be billed by ICP for the course costs based on number of students attended.
(15 minimum, over 20 \$25 book fee only, recommended maximum 25)

Distributor Staff Pricing & Class Minimums:

Territory Managers and other key distributor associates are encouraged to attend dealer workshops with their dealers. All distributor personnel may attend the course up to the maximum class size at no fee to the distributor once the minimum quantity (**15 participants**) has been met for the course cost.

ICP Training Solution Workshops require a minimum of fifteen paid participants to sustain each class event—if **fewer than 15 dealer students attend, the distributor will be charged for a minimum of 15 students**. It is important for each distributor to manage any dealer 'no shows' or last minute dealer cancellations.

Distributor Billing Process:

Distributors will be billed through the factory on a monthly basis. Invoice will include all class fees and workbook costs.

Distributor Cancellation Policy:

ICP Training Solutions Workshops cancellation or rescheduled fees vary with our training providers and should be discussed with the training coordinators at the time the class is scheduled. Workshops are subject to the cancellation fees immediately following confirmation.

Fee Structure

All fees include student workbook kits, trainer fees & trainer travel expenses; refer to the course listing on the following pages for the course line-up, length and additional details. Per student tuition is listed on pages 9-13.

Satisfaction Guarantee

Any student, attending the entire workshop, who feels they did not receive enough solid practical information, value building tips or profit building ideas to more than offset the tuition with future income or profits, will not be charged for attending the workshop. ICP and ICP Training Providers reserve the right to speak with the students directly should any shortfall occur.

Co-op Funds

Currently ICP Training Tuition qualifies for co-op assistance on an **50%** level for all Technical and Non-Classroom Solutions. Dealer Business, Marketing, Sales, and Distributor Sales Training Tuition qualifies for co-op assistance on an **80%** level. **THIS IS SUBJECT TO ICP CO-OP FUND AVAILABILITY.** Direct any questions on co-op qualification 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, verify with Training Coordinator prior to workshop confirmation.

2014 Program Guide



When to Offer

The best results occur when the meeting is scheduled away from the busy season for the attendees. Schedule the course well in advance and give the Training Coordinator some alternate dates at the time of the booking. Keep in mind that your slow time, is our busy time, schedule events 6 to 8 weeks in advance if possible. Many distributors schedule workshops adjacent to dealer meetings and dealer gatherings to boost attendance in both events.

Ideas for Lowering Dealer Investment in Workshops

Many Distributors use equipment rebates, cash coupons, special pricing, free promotional items, apparel, and other incentives to attend. Others offer training as an incentive to join an elite group or alliance within the distributorship. Be open minded in your approach to filling the workshop, the larger the group, the better the return on investment.

Where to Meet, Room Set-up, Breaks and Refreshments

The best place to meet is your Distributorship. Having your dealers at your place for the day is a great way to introduce them to your staff, take a tour and show off your equipment. If your Distributorship does not have the facilities consider local hotels and meeting facilities.

Classroom style (work tables) with a U shape set-up is normally the best, but sometimes size or type of workshop prohibits this. Consult your presenter for the best setting.

A projector, screen and flipchart with markers are normally required. ICP Training will provide all class materials including tent cards, sign in sheets, and evaluation forms. Make sure the materials have all arrived prior to the start of the course.

Refreshments should be available throughout the day. If you are providing a meal and/or break food, go with light foods and healthy snacks to keep up the concentration levels. Avoid sugar-filled sodas, donuts, pastas, and red meat as they promote fatigue late in the session.

What Time to Start?

Typical start time is 8:00, but traffic patterns and local customs should be considered. A 1/2 hour registration period (announced as the start time) is normally helpful for getting everyone there, in their seat and ready to start. For a full day workshop, most presenters will take 2 morning breaks, a 45 minute lunch, and 2 afternoon breaks with the course adjourning at 4:30. This routine is best to maximize the learning in the workshop.

Get The Word Out

The biggest challenge in conducting a successful training workshop will be getting the word out to your customers, and getting those most in need to attend the workshop. Here are some tips to help you fill the room:

- EVERY employee should know the workshop content, date and target audience. They should communicate this using flyers, bill stuffers, and verbally.
- Inform Territory Managers of the importance of the workshop and place an attendance goal for their territories. They should be promoting on every customer visit.
- Promote the workshop in every bulk dealer correspondence including monthly statements.
- Use the workshop as part of your value proposition with potential recruits.
- Have a contest with an award for the Territory Manager signing up the most students.
- Update the Territory Manager progress in every sales meeting. Who is enrolled, who is not, why, what can be done to get them there.
- Bill any tuition or charges to the customers as they enroll. Dealers paid in advance are more likely to attend and reschedule appointments around the training, rather than using them as an excuse.
- **IMPORTANT:** Call the enrolled the day before or two days before the workshop as a reminder. This practice is used by most all professionals. (Doctors, Dentists, Attorneys, Accountants)

Your workshop Presenters will be in touch with you prior to the workshop. Keep them informed of the enrollment process and ask them for additional ideas to fill the workshop. Most will have promotional sample letters they can share with you.

Success Ideas

Here are some examples of other things that you can do to insure your success

- If your dealers are unaware of the location, provide a map or directions with the confirmation.
- Include an emergency direct telephone number for questions or directions.
- Consider discounts, door prizes, and coupons for those attending.
- Always inform the presenters of what you are trying to accomplish or any specials and promotions that are going on.

Training is an event. It should represent the start of technical, business and sales improvement. One successful meeting always leads to another, then another, with the dealers improving following each session. The results for them will be increased productivity, profits, closing rates and loyal customers. Your return on investment will be shorter accounts receivable dating, less price sensitivity, and loyalty among your dealer base.

2014 Program Guide



Training Solutions

BUSINESS-MARKETING

- DEALER BUSINESS MANAGEMENT WORKSHOPS -

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
Pricing for Profit	Principals, Key Associates, Book-keepers (25 max)	This class, with included pricing templates, will demonstrate three different pricing strategies of estimating direct cost and overhead into the price of every job.	1 day	John/Vicki LaPlant	\$ 325
Financial Management I	Principals, Key Associates, Book-keepers (25 max)	In this course dealers examine the financial health of their business. Using industry benchmarks, participants learn to identify and correct problems that cost them time and money. .	1 day	Wayne Atkins	\$ 335
Financial Management II	Principals, Key Associates, Book-keepers (25 max)	This class continues the direction of FM I using the financial statements as a diagnostic tool, to improve business health. FM I is <u>not</u> a prerequisite.	1 day	Wayne Atkins	\$ 335
Service Department Profits	Principals, Key Associates, Book-keepers (25 max)	Pricing what you sell, selling Service Agreements, & using Flat Rate pricing are among the topics reviewed in this course about growing your bottom line.	1 day	Wayne Atkins	\$ 335

- DEALER MARKETING WORKSHOPS -

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
Lead Generation and Marketing for Profits	Principals, Key Associates, Sales (25 max)	Cost-effective guerilla marketing that generates leads is the focus of this seminar. Participants determine their company brand and begin to maximize marketing efforts.	1 day	John/Vicki LaPlant	\$ 325
Service Technician Marketing	Principals, Service Man, & Technicians (25 max)	Increasing your Service Department margins and net profit is the theme. Customer Relations, collections, and service agreements are also covered.	1 day	Wayne Atkins	\$ 335



DEALER & DISTRIBUTOR SALES

-DEALER RESIDENTIAL SALES WORKSHOPS-

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
Selling Comfort Today	Principals, Sales, Tech. Sales (25 max.)	How to Sell Comfort in the 21st century. Invest in your future sales success by learning techniques that will help you close more sales at a higher price.	1 day	Jim Hinshaw	\$ 435
Sales Tools and Processes	Principals, Sales, Tech. Sales (25 max.)	This workshop uses research collected from today's HVAC consumers and uses this information to customize a sales presentation that meets those needs. Attendees will learn a 5 part sales process.	1 day	John/Vicki LaPlant	\$ 325

-DEALER TECHNICIAN SALES WORKSHOP-

Selling With V.A.L.U.E.©	Principals, Sales, Tech. Sales (25 max.)	"Technicians are the best Sales Reps" says the leader of this course about Validation, Asking, Listening, Understanding, and Encouraging customers.	1 day	Jim Hinshaw	\$ 435
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-DISTRIBUTOR TERRITORY MANAGER SALES WORKSHOPS-

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
Contractor Tools for Territory Managers	Territory Managers, Managers (25 max.)	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.	1 day	John/Vicki LaPlant	\$ 325
Territory Managers Transformed	Territory Managers, Managers (25 max.)	Look at the evolution of the Territory Manager, and how it has changed, or needs to change. Focused on the needs of the dealers, and how to meet them.	1 day	Jim Hinshaw	\$ 435

-DISTRIBUTOR INSIDE SALES WORKSHOP-

Inside Sales Transformed	Inside Sales, Counter SIs, Managers (25 max.)	Training for the Inside Distributor Sales Team, those who have the most customer contact. Train them to help the customer with more than just a motor, help them with their business!	1 day	Jim Hinshaw	\$ 435
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2014 Program Guide



Training Solutions






TECHNICAL

-TECHNICAL INSTALLATION AND TROUBLESHOOTING

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15
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HVAC BASICS

A basic understanding of HVAC technical principals is paramount for installers, new technicians, sales personnel and other key office staff to better serve your customers. These courses are perfect for that intent. Technical classes for those associates possessing a basic understanding can be found under the HVAC Skills heading below.

 Basics 101 Air Conditioning Fundamentals	Installers, New Technicians, Sales, Office Staff (25 max.)	Participants learn about air conditioning process, 4 basic system components, super-heat, sub-cooling, types and functions of compressors, evaporators and condensers.	3 1/2 Hours	Factory Trainer or TSA Kit. (Page 16)	\$130
 Basics 102 Electrical Circuits for Technicians	Installers, New Technicians, Sales, Office Staff (25 max.)	Electrical Circuits are discussed in detail including the different types, common electrical components, electrical diagrams and schematics, and meters.	3 1/2 Hours	Factory Trainer or TSA Kit. (Page 16)	\$130
 Basics 103 Gas Heating for Technicians	Installers, New Technicians, Sales, Office Staff (25 max.)	The combustion process, propane conversion, efficiency ratings, gas valves, pilots, orifices, and ignition system are discussed in detail.	3 1/2 Hours	Factory Trainer or TSA Kit. (Page 16)	\$130
 Basics 104 Air Properties and Measurement	Installers, New Technicians, Sales, Office Staff (25 max.)	Students will learn to calculate airflow in a duct, use temperature rise to determine airflow and more.	3 1/2 Hours	Factory Trainer or TSA Kit. (Page 16)	\$130
 Basics 105 Technician Safety	Installers, New Technicians, Sales, Office Staff (25 max.)	Safety practices specific to the air conditioning industry, and general job site safety issues are discussed in detail. Use of safety equipment is stressed.	3 1/2 Hours	Factory Trainer or TSA Kit. (Page 16)	\$130

HVAC SKILLS

For optimal results, the technicians attending these courses should have basic HVAC skills and a desire to compliment their existing knowledge. If your student base desires more basic skills, **HVAC Basic** courses are listed above.

 Skills 101 R-410A Refrigerant Handling Course	HVAC Technicians (25 max.)	HVAC Service Technicians who install or service residential or light commercial units with R-410A refrigerant will be provided with the information they need to properly handle this refrigerant.	3 1/2 Hours	Factory Trainer	\$130
Skills 102 Air Conditioning Installation & Service	HVAC Technicians (25 max.)	Students provided with the fundamental skills they need to troubleshoot residential and light commercial refrigeration system problems.	7 Hours	Factory Trainer	\$130

2014 Program Guide

Technical

-TECHNICAL INSTALLATION AND TROUBLESHOOTING -

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
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HVAC SKILLS (continued)

For optimal results, the technicians attending these courses should have basic HVAC skills and a desire to compliment their existing knowledge. If your student base desires more basic skills, **HVAC Basic** courses are listed previously.

Skills 103 Heat Pump Installation and Service	HVAC Technicians (25 max.)	If your HVAC technicians wish to develop their skills on troubleshooting and servicing, heat pumps, this is for them. Participants should already know basic refrigerant cycle.	7 Hours	Factory Trainer	\$130
Skills 104 Gas Furnace Installation and Service	HVAC Technicians (25 max.)	Topics for this course include gas heating fundamentals, types of gas heating systems, furnace construction, operating components, venting and safety controls	7 Hours	Factory Trainer	\$130
Skills 105 Electrical Troubleshooting	HVAC Service Technicians (25 max.)	Following a logical, systematic procedure for troubleshooting electrical systems makes the job of today's HVAC technician easier. Learn it here!	7 Hours	Factory Trainer	\$130

CERTIFICATION CLASSES

These courses prepare the attendees on the subject matter of the defined certification. These are preparation courses only and do not in any way guarantee a passing or minimum score on the exams. Testing is available, but not included in the per student tuition. Per student testing charges vary and can be quoted upon booking workshops.

Certification 101 EPA 602 Refrigerant Handling Course	HVAC Technicians (25 max.)	EPA Certification is required to handle and purchase refrigerants. This course is a 1/2 day review of the topics covered on the EPA Exam	3.5 Hours or 7 with test	Factory Trainer	\$130 + Optional Testing
Certification 102 NATE Core Test Review	HVAC Technicians (25 max.)	NATE testing is targeted at residential service technicians with at least 2 years of field experience. The test can be administered after review for a full day.	3.5 Hours or 7 with test	Factory Trainer	\$130 + Optional Testing
Certification 103 NATE Air Conditioning Test Review	HVAC Technicians (25 max.)	This workshop includes a review of the core topics and a review of air conditioning topics. The test can be administered after review for a full day.	3.5 Hours or 7 with test	Factory Trainer	\$130 + Optional Testing

2014 Program Guide



Training Solutions

TECHNICAL

-TECHNICAL INSTALLATION AND TROUBLESHOOTING

WORKSHOP	WHO ATTENDS	BRIEF DESCRIPTION (Complete Description and Instructor Biographies in following pages)	TIME	TRAINER	PER STUDENT 15 MIN
CERTIFICATION CLASSES (continued)					
These courses prepare the attendees on the subject matter of the defined certification . These are preparation courses only and do not in any way guarantee a passing or minimum score on the exams. Testing is available, but not included in the per student tuition. Per student testing charges vary and can be quoted upon booking workshops.					
Certification 104 NATE Gas Heating Test Review	HVAC Technicians (25 max.)	This workshop includes a review of the core topics and a review of gas heating topics. The test can be administered after review for a full day.	3.5 Hours or 7 with test	Factory Trainer	\$130 + Optional Testing
Certification 105 NATE Heat Pump Test Review	HVAC Technicians (25 max.)	This workshop includes a review of the core topics and a review of heat pump topics. The test can be administered after review for a full day.	3.5 Hours or 7 with test	Factory Trainer	\$130 + Optional Testing
PRODUCT SPECIFIC TRAINING CLASSES					
These courses concentrate on ICP Products and specific installation and service training. Perfect for dedicated ICP Customers and Distributor Personnel wanting to add a technical specialty to their knowledge base. These courses use ICP examples and visuals.					
Product 101 ICP Gas Furnace Installation and Service	HVAC Technicians (25 max.)	This class focuses on ICP gas furnaces and the operation and service of these units. All current models of single, two stage, fixed and variable are covered.	3.5 Hours	Factory Trainer	\$130
Product 102 ICP Air Conditioning Installation and Service	HVAC Technicians (25 max.)	Focuses on ICP residential air conditioning units and their proper operation and service. Information is available on all current models	3.5 Hours	Factory Trainer	\$130
Product 103 ICP Heat Pump Installation and Service	HVAC Technicians (25 max.)	ICP residential heat pumps and their proper installation and service is the emphasis in this course. All current models will join in the discussion.	3.5 Hours	Factory Trainer	\$130
Product 104 ICP Commercial Unit Installation and Service	HVAC Technicians (25 max.)	The very popular ICP Commercial rooftop, split system AC and HP are the main attraction. Learn the right way to install, maintain, and troubleshoot all.	7 hours	Factory Trainer	\$130

Technical Training Workshops displaying the figure to the left, are available in **TSA Training Kits**. Kits include PowerPoint presentation (CD), and 15 student workbook copies. This allows qualified TSAs to present the courses using factory sponsored materials. More information is available on page 28.

ICP Training Solutions: Workshop Details



The following pages contain complete descriptions of the workshops summarized on the previous pages.

2014 Program Guide



DEALER BUSINESS MANAGEMENT WORKSHOPS

Pricing for Profit

John / Vicki LaPlant

Length 1 Day

Target Audience: Key Personnel involved with pricing and profitability.
Max Recommended Class Size: 25

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 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.

DEALER BUSINESS MANAGEMENT WORKSHOPS

Financial Management I

Wayne Atkins

Length 1 Day

Target Audience: Key Personnel involved with pricing and profitability.

Max Recommended Class Size: 25

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.

2014 Program Guide



DEALER BUSINESS MANAGEMENT WORKSHOPS

Financial Management II

Wayne Atkins

Length 1 Day

Target Audience: Key Personnel involved with pricing and profitability.
Max Recommended Class Size: 25

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 it's 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.

DEALER BUSINESS MANAGEMENT WORKSHOPS

Service Department Profits

Wayne Atkins

Length 1 Day

Target Audience: Principals, Service Managers, Dispatchers and Key Technicians
Max Recommended Class Size: 25

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%.

2014 Program Guide



DEALER MARKETING WORKSHOPS

Lead Generation and Marketing for Profits

John / Vicki LaPlant

Length 1 Day

Target Audience: Key Personnel involved with pricing and profitability.
Max Recommended Class Size: 25

Cost-effective guerilla 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 web-site 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 Excel and Power Point 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 guerilla marketing
- Create a 90 day marketing campaign to generate more leads

DEALER MARKETING WORKSHOPS

Service Technician Marketing

Wayne Atkins

Length 1 Day

Target Audience: Principals, Service Managers, Dispatchers and Service Technicians.
Max Recommended Class Size: 25

If you would like to improve the profitability of your Service Department and train your Service Technicians to market Service Agreements, Accessories and generate Leads for your Replacement Business, this is the workshop for you! Leading the discussion in this high impact, student participation workshop will be Wayne Adkins, known as the “HVAC Business Doctor®”, with 28 years of experience helping HVAC Businesses and their associates enjoy the profits they deserve.

Wayne will work with Service Technicians throughout the workshop, but encourages Principals and Service Managers to attend to support their newly learned skills. Service Technician marketing and customer relations will not be a mystery after attending this workshop!

Participants will learn how to:

- Increase Service Department gross profits to 60% with accessory sales.
- Increase the per Service Technician sales on accessories and Service Agreements.
- Turn difficult customer complaints into company opportunities.
- Excel in other customer relations' issues including COD and collections.
- Convert properly designed Service Tickets and Residential Service Agreements into customer friendly documents.

2014 Program Guide



DEALER RESIDENTIAL SALES WORKSHOPS

Selling Comfort Today *How to Sell Comfort in the 21st Century*

Jim Hinshaw

Length 1 Day

Target Audience: All Dealer Associates involved with the Selling Process.
Max Recommended Class Size: 25

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*.

DEALER RESIDENTIAL SALES WORKSHOPS

Sales Tools and Processes

John / Vicki LaPlant

Length 1 Day

Target Audience: All personnel who make face-to-face sales calls

Max Recommended Class Size: 25

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 Power Point. 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 Excel and Power Point 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.

2014 Program Guide



DEALER TECHNICIAN SALES WORKSHOPS

Selling With V.A.L.U.E.© *Technicians are the Best Sales Reps*

Jim Hinshaw

Length 1 Day

Target Audience: All Dealer Associates involved with the Selling Process.
Max Recommended Class Size: 25

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:

- Validate 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 learn:

- How to use the Home Comfort Opportunities™ to give customers exactly what they want
- How to eliminate any competition by using the Pyramid of Power™
- How to use Tools NOT Tricks to deal with all the common objections
- 2 questions that can eliminate over 40% of all objections (powerful stuff)

DISTRIBUTOR TERRITORY MANAGER SALES WORKSHOPS

Contractor Tools for Territory Managers

John / Vicki LaPlant

Length 1 Day

Target Audience: All distributor sales personnel involved in working with dealers .
Max Recommended Class Size: 25

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 Excel and Power Point resources that a consultative salesperson can present to his customers as a point of difference. For example, a simple 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 Power Point 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 Excel and Power Point 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

2014 Program Guide



DISTRIBUTOR TERRITORY MANAGER SALES WORKSHOPS

Territory Managers Transformed

Jim Hinshaw

Length 1 Day

Target Audience: All distributor sales personnel involved in working with dealers .
Max Recommended Class Size: 25

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
 - Territory Manager then and now, the change in the marketplace
 - How we must help the dealer today
 - Tool to help discover those wants and needs
- Review the Importance of Distributor Programs
- Learn Ways to Sell More High Efficiency Systems
 - Why it is essential today
 - Tools to sell more high efficiency today
- Get Advice on How to Dealer Prospect
 - How to eat off the other guy's plate
 - How to discover the pain, and solve it
- Get What They Need Today in Support— Business, Sales, Marketing & Technical Training

DISTRIBUTOR INSIDE SALES WORKSHOPS

Inside Sales Transformed - *Training for the INSIDE Sales Team*

Jim Hinshaw

Length 1 Day

Target Audience: All distributor sales personnel working with Dealers inside your organization.

Max Recommended Class Size: 25

Who has more contact with customers than anyone else in the company? 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
 - 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*)
- Understanding all the benefits customers are looking for and how to provide them.
- How to deal with the busiest day of the year for the customer and you.
- 20 keys to success-dealing with an angry customer-and more. (*What to say, what not to say*)
- How to handle common objections:
 - You only handle expensive parts
 - Your price is too high
 - We need to get other prices

2014 Program Guide



TECHNICAL TRAINING WORKSHOPS

HVAC BASICS

Basics 101 – Air Conditioning Fundamentals **Length 1/2 Day (3.5 hours)**

(This course available in TSA Training Kit, see page 27)



A basic understanding of air conditioning will make installers, new technicians, and even office staff better able to serve your customers. This course is intended for new technicians, installers, and office staff who need a better understanding of the air conditioning process and the function of the components used in the system. By the end of this course the participant will have a better appreciation for the air conditioning process and be able to better converse with service technicians and customers.

At the end of this course a participant will be able to:

- Describe the air conditioning process
- List the 4 basic components of the system and explain their function
- Explain the terms superheat and sub cooling
- Describe the types and function of compressors
- State the types of evaporators and condensers and explain how they function
- Describe the function of metering devices and the types used

Basics 102 – Electrical Circuits for Technicians **Length 1/2 Day (3.5 hours)**

(This course available in TSA Training Kit, see page 27)



Air conditioning systems depend on electrical circuits to operate and many service problems are electrical. This course is intended for new technicians, installers, and office staff who need a better understanding of electrical circuits and the function of electrical components. By the end of this course the participant will have a better understanding of electrical circuits, the components used in the circuits and their function. The basic understanding of electrical circuits in air conditioning will improve the participant's ability to better serve the customer.

At the end of this course a participant will be able to:

- Identify by sight and on an electrical diagram the common electrical components
- Read an electrical schematic to understand the units operation
- Use a digital meter to determine primary electrical circuit parameters

Basics 103 – Gas Heating for Technicians **Length 1/2 Day (3.5 hours)**

(This course available in TSA Training Kit, see page 27)



The most common residential and light commercial heat source in North America is gas furnaces. This course is intended for new technicians, installers, and office staff who need a better understanding of gas furnaces. By the end of this course the participant will have an understanding of the components and operation of gas furnaces. The basic understanding of the components and operation of a gas furnace will improve the participant's ability to better serve the customer.

At the end of this course a participant will be able to:

- Describe the combustion process
- Explain the changes in a furnace required when it is used on propane
- State the types of furnace construction and how it impacts efficiency rating
- Describe the components and function of the components of the gas train including the gas valves, pilots and orifices
- Describe the operation of different types of ignition systems and the safety features used in each

TECHNICAL TRAINING WORKSHOPS

HVAC BASICS

Basics 104 – Air Properties and Measurement

(This course available in TSA Training Kit, see below)

Length 1 Day (3.5 hours)

Most residential and commercial systems rely on the movement of air to transfer heating or cooling to the rooms in the building. Yet the movement and proper adjustment of that airflow is often not understood or measured. This course is intended for service technicians who wish to better understand the flow of air in air conditioning systems and how to use typical instruments to properly adjust airflow. At the end of this course the participants will be able to calculate airflow in a system and make the proper adjustments to optimize performance.

At the end of this course a participant will be able to:

- Demonstrate how to use instruments to read and determine duct static and velocity pressure
- Calculate airflow in a duct
- Use temperature rise to determine airflow
- Determine wet bulb temperature and understand its importance in charging
- Take room airflow measurements to balance a system

Basics 105 – Technician Safety

(This course available in TSA Training Kit, see below)

Length ½ Day (3.5 hours)

Servicing air conditioning and heating systems can be hazardous with potential risks from mechanical and electrical systems. This course is intended for anyone who works on or with air conditioning and heating systems. This course covers safety practices specific to the air conditioning industry. At the end of this course the participant will have a good understanding of job site safety issues in the industry.

At the end of this course a participant will be able to:

- Properly use personal safety equipment
- Understand and apply tag and lock out procedures
- Apply safety measures required in handling refrigerants
- Show appropriate safety measures when working on electrical circuits

TSA Training Kits



TSA Training Kits are available for Technical Basics Courses 101-105, Skills 101, and Product 101-103 for TSA's wishing to conduct factory training for their dealers. These kits, qualify for co-op funds and include the following materials.

- PowerPoint Presentation (CD) & copy of student workbook.
- **15** student workbooks* (additional copies available for \$25 each)
- Other materials recommended for course use (i.e. Slide calculators, charts, etc...)

The investment for the complete kit is **\$550** and can be ordered by contacting the Technical Training Coordinator at (315) 432-3500 or by e-mail at technicaltraining@icpusa.com.

** Books are not sold without the purchase of a kit as materials are updated periodically.*

2014 Program Guide



TECHNICAL TRAINING WORKSHOPS

HVAC SKILLS

Skills 101 - R-410A Refrigerant Handling Course **Length 1/2 Day (3.5 hours)**

(This course available in TSA Training Kit, see page 27)



Most new residential and light commercial air conditioning equipment is now using refrigerant R-410A. This course for service technicians who install or service residential and light commercial units will provide the information they need to properly handle this refrigerant. The course will cover refrigerant properties, environmental impacts, EPA regulations, service tools, proper handling, recovery, charging, troubleshooting, and replacement of R-22 systems.

At the end of this course the participant will be able to:

- Describe Ozone depletion and global warming and how that has influenced refrigerant used in new equipment
- State the EPA requirements for handling
- Describe how to properly evacuate, charge and recover the refrigerant
- State precautions with the use of POE oils
- Understand the requirements and potential developments in legislation which impact the sale and handling of refrigerants

Skills 102 – Air Conditioning Installation and Service **Length 1 Day (7 hours)**

This course teaches fundamental skills needed to troubleshoot residential and light commercial HVAC refrigeration system problems. Participants will be shown time proven diagnostic techniques that they can apply immediately back on the job. The goal is to provide technicians with not only the skills and confidence to tackle any mechanical system malfunction (with emphasis on rapid and accurate discovery of the failed component), but also determining the root cause of the problem to eliminate repeat failures.

At the end of this course the participant will be able to:

- Identify all system components
- Measure system refrigerant pressures and temperatures
- Measure wet and dry bulb air flow conditions
- Calculate refrigerant charge
- Evaluate system airflow
- Calculate system cooling capacity.
- Predict “NORMAL” operating conditions for an HVAC residential system.
- Calculate superheat and sub cooling
- Calculate refrigerant charge and understand the proper charging methods for HVAC systems
- Properly and safely use mechanical tools and test instruments associated with HVAC service
- Follow general HVAC safety rules and use appropriate safety equipment
- Measure air flow and calculate system cooling capacity
- Troubleshoot hermetic and semi-hermetic compressor problems
- Evacuate a mechanical refrigeration system in minimal time to industry accepted levels

TECHNICAL TRAINING WORKSHOPS**HVAC SKILLS****Skills 103 – Heat Pump Installation and Service****Length 1 Day (7 hours)**

Participants in this class learn how to troubleshoot service and maintain heat pumps fast and accurately. The class discussions include the refrigeration, air, and electrical systems. The class discusses how to interpret a PT chart, calculate superheat and sub cooling, read and interpret basic wiring diagrams, troubleshoot electrical circuits (using proven methods), determine and measure appropriate airflow. Participants should already understand the basic refrigeration cycle including its major components and their function.

At the end of this course a participant should be able to:

- Calculate the thermal and economic balance point
- Set up air handler for proper air flow
- Calculate and verify capacity in heating mode
- Charge a unit in cooling or heating mode
- Test defrost cycle and thermostat
- Test reversing valve for proper operation
- Isolate, test and prove component failure

Skills 104 – Gas Furnace Installation and Service**Length 1 Day (7 hours)**

Participants in this class learn how to install, troubleshoot, service and maintain gas furnaces – professionally, accurately, and quickly. The equipment covered in this class ranges from standard efficiency furnaces with standing pilot and thermo-couples to the latest multi-poise condensing furnaces with dual pressure gas valves, variable speed motors, microprocessor controls, electronic thermostats and direct ignition burners with flame rectification proving circuits. Topics covered include gas heating fundamentals, types of gas heating systems, furnace construction, operating components and safety controls, furnace combustion and venting air requirements, installation rules and gas pipe sizing, determining proper size for vent pipe and venting concerns, accessories (such as filters, humidifiers and electronic air cleaners), reading electrical schematics and interpretation of various heating electrical circuits.

At the end of this course the participants will be able to:

- State the requirements for installation of gas furnaces
- Describe venting requirements for different furnace types
- Measure gas pressure and set up a furnace for proper firing rate
- Measure and adjust blower air flow
- Measure inducer air pressure and evaluate operation
- Evaluate duct system to determine if the furnace will function properly
- Read and interpret various furnace wiring diagrams

2014 Program Guide

TECHNICAL TRAINING WORKSHOPS

HVAC SKILLS

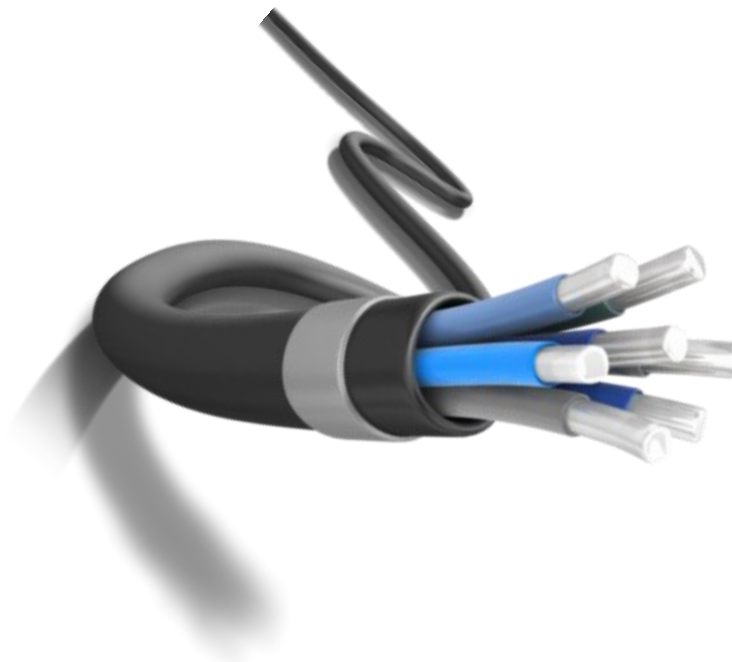
Skills 105 – Electrical Troubleshooting

Length 1 Day (7 hours)

This course teaches the fundamental and advance skills of troubleshooting residential and light commercial HVAC electrical system problems. In this course, technicians learn and practice proven diagnostic techniques that they can apply immediately, back on the job. The goal is to provide technicians with both the skills and confidence to tackle any electrical system malfunction, with emphasis on rapid discovery of the failed component and root cause determination. Following this logical, systematic procedure for troubleshooting electrical systems makes the job must less intimidating.

At the end of this course the participants will be able to:

- Identify essential characteristics of an electrical circuit
- Distinguish various types and styles of wiring diagrams and their intended purpose
- Recognize electrical symbols and industry standards
- Read and interpret various wiring schematics and determine sequence of operation
- Define the function of various printed circuit boards
- Develop practical troubleshooting approach to isolate and correct electrical system malfunctions
- Develop safe electrical troubleshooting practices and procedures
- Perform root cause analysis to prevent repeat failures



TECHNICAL TRAINING WORKSHOPS

HVAC CERTIFICATION

Certification 101 – EPA 602 Refrigerant Handling Course

Length 1/2 Day (3.5 hours)

EPA certification is required to handle and purchase refrigerants. This course is a ½ day review of the topics covered on the EPA exam. The session consists of classroom review of the topics and includes a study guide. The test can be administered in the afternoon for a full day class.

Certification 102 – NATE Core Test Review

Length 1/2 Day (3.5 hours)

NATE testing is targeted at residential service technicians with 2 years of field experience. Statistics prove that technicians who attend review or refresher courses will perform 27% better on the NATE exams. This review class includes a review of topics covered in the exam and a study guide. The test can be administered in the afternoon for a full day class.

Certification 103 – NATE Air Conditioning Test Review

Length 1/2 Day (3.5 hours)

Core review topics include: electricity, including static electricity, simple circuits, and circuit parts, use of electrical meters, circuits; electromagnetism; motors; piping; refrigeration; and customer relations. Air conditioning topics include: temperature, humidity, air circulation, thermodynamics, meters/gauges, compressors, condensers, evaporators, superheat, and sub cooling. The test can be administered in the afternoon for a full day class.

Certification 104– NATE Gas Heating Test Review

Length 1/2 Day (3.5 hours)

Gas heating topics include: types of gas heating systems; gas valves; venting; installation; BTU ratings; blower motors; electricity; limit switches; duct construction; thermostat; start-up and checking a gas heater; humidifiers; electric controls and draft. The test can be administered in the afternoon for a full day class.

Certification 105– NATE Heat Pump Test Review

Length 1/2 Day (3.5 hours)

Heat Pump topics include: temperature, humidity, air circulation, thermodynamics, meters/gauges, compressors, condensers, evaporators, superheat and sub cooling. The test can be administered in the afternoon for a full day class.



2014 Program Guide



TECHNICAL TRAINING WORKSHOPS

PRODUCT TRAINING CLASSES

Product 101- ICP Gas Furnace Installation and Service *(This course available in TSA Training Kit, page 27)* **Length 1/2 Day (3.5 hours)**



This half day class focuses on ICP gas furnaces and the proper operation and service of these units. Units covered include all current models of single and two stage; fixed, two speed and variable speed models. This training also includes the new 90% furnaces. The course addresses installation, start-up, and troubleshooting of these gas furnaces.

At the end of the course participants will know how to:

- Install a gas furnace in compliance with National Fuel Gas code and installation instructions including gas, venting, electrical, control and condensate requirements
- Identify the components of the furnace and describe the function and operation of the ignition system
- Follow the wiring diagrams and understand the sequence of operation of single and two stage units
- Identify in add-on or replacement systems if the duct system is properly sized for a high efficiency furnace
- Measure and adjust air flow for proper furnace operation
- Measure and adjust unit ignition system and gas pressure
- Set up and adjustment of the controls including connection to electronic thermostats
- Properly convert a unit for operation on propane
- Troubleshoot motors including the ECM motor

Product 102 – ICP Air Conditioning Installation and Service *(This course in TSA Training Kit, page 27)* **Length 1/2 Day (3.5 hours)**



This half day class focuses on ICP residential air conditioning units and the proper operation and service of these units. Units covered include all current models of air conditioning condensing units single and two stage and 13 to 18 SEER models. The course addresses units matched with fan coils or with gas furnaces.

At the end of the course participants will know how to:

- Identify the components of an air conditioning system and understand their function in the system
- Install an air conditioner system including making refrigerant , electrical and control connections
- Charge the system and determine optimum operation under cooling conditions
- Follow the wiring diagrams and understand the sequence of operation
- Identify add-on or replacement systems if the duct system is properly sized for an air conditioning system
- Measure and adjust air flow for air conditioner operation
- Set up and adjustment controls including connection to electronic thermostats
- Use troubleshooting procedures to determine component malfunctions
- Quickly and safely resolve any problems

TECHNICAL TRAINING WORKSHOPS

PRODUCT TRAINING CLASSES

Product 103 – ICP Heat Pumps Installation and Service *(This course available in TSA Training Kit, page 16)* **Length 1/2 Day (3.5 hours)**



This half day class focuses on ICP residential heat pump units and the proper operation and service of these units. Units covered include all current models of heat pump condensing units single and two stage, and 13 to 17 SEER models. The course addresses units matched with fan coils or with gas furnaces.

At the end of the course participants will know how to:

- Identify the components of a heat pump system and understand their function in the system
- Install a heat pump system including making refrigerant , electrical and control connections including sizing of supplemental heat
- Charge the system and determine optimum operation under cooling and heating conditions
- Follow the wiring diagrams and understand the sequence of operation
- Identify add-on or replacement systems if the duct system is properly sized for a heat pump system
- Measure and adjust air flow for heat pump operation
- Set up and adjust controls including connection to electronic thermostats
- Use troubleshooting procedures to determine component malfunctions, and quickly and safely resolve the problem

Product 104 – ICP Commercial Units Installation and Service **Length 1 Day (7 hours)**

This one day class focuses on ICP commercial rooftop and split system air conditioners and heat pumps. Participants will learn the proper methods of installation, performing maintenance and troubleshooting these units.

At the end of the course participants will know how to:

- Install a rooftop unit on the roof curb for proper sealing for air and water integrity
- Make unit electrical, gas, control and condensate connections
- Determine the need for and install accessory components including head pressure control, economizer and propane conversion
- Size and connect refrigerant piping on split systems
- Properly charge split systems
- Properly prepare and start-up a unit
- Follow the sequence of operation of an air conditioner, heat pump and gas packaged unit
- Check charge and verify operation of packaged units and splits
- Troubleshoot common electrical and mechanical problems

Instructor Biographies



INSTRUCTOR BIOGRAPHIES



WAYNE ATKINS

Wayne Atkins has helped thousands of HVAC, Plumbing and Electrical Contractors throughout the United States develop more profitable businesses.

His years of experience date back to 1986 when he joined the industry as a Dealer Business Consultant in the Northeast. Since 1993 Wayne has worked independently with contractors as a consultant and as a group trainer. He has received several industry awards along the way.

Wayne's expertise includes: Financial Management and Net Profit Pricing, Business Plans & Budgets, Residential and Commercial Marketing, Residential Sales & Sales Management, Organization & Planning, Installation Production Management and all aspects of Service Departments.

Wayne's training is approved for the continuing educational (CEU) requirements in the following state's: Ohio, Alabama, Texas and North Carolina. Wayne presented at the 2000, 2001, and 2002 National ACCA Conferences as well and the 2001 PHCC Kentucky State Conference. Wayne is a member of NE ACCA and has served on the board of directors for NE ACCA and CHCC.

Jim Hinshaw



Jim Hinshaw is the President of Sales Improvement Professionals (SIP), and has been helping HVAC Distributors, Dealers and associates increase their sales and closing rates for more than 15 years.

Jim graduated from the University of Missouri at Rolla and started his career with a major manufacturer of HVAC equipment. There he held several sales roles including the Phoenix area where he enjoyed a 50% market penetration. His background also includes positions as President of one of the oldest and largest air conditioning companies in Arizona and a residential start-up specialist for a major manufacturer.

He has direct experience in all levels of HVAC sales, and has always been successful selling at 10-50% higher price than his competition, and his residential closing percentage has reached 80%. He enjoys training sales, technical, and management team members at the dealer and distributor levels. If you wish to increase your sales and grow to the next level, then Jim will enjoy working with you.

Jim has done training from Canada to Australia, his workshops are all sales related and he welcomes the opportunity to do a Distributor or Dealer sales course for your company today.

INSTRUCTOR BIOGRAPHIES

John and Vicki La Plant, Vital Learning Experiences



Vicki and John offer dynamic, practical, real-world training seminars and one-on-one consulting focused on results-oriented systems aimed at improving profitability. They both agree that everything they know about the heating, air conditioning and plumbing business has been learned from contractors and distributors. Fortunately, they have both had an opportunity to work with some of the very best in the industry. So the ideas, processes, and strategies

that Vicki and John share are the best from the best.

Vital Learning Experiences was started by Vicki in 1995. Prior to 1995, Vicki had worked for a major manufacturer in a variety of capacities from training director to Vice President of Dealer Development and finally as Vice-President of Marketing. John then joined Vicki in Vital Learning Experiences in 1997. John also worked for a major manufacturer in numerous positions from technical training to sales to director of quality. Together, Vicki and John have touched the lives of thousands of students and hundreds of companies in the last 18 years.



Non-Classroom Solutions



2014 Program Guide



NON-CLASSROOM SOLUTIONS

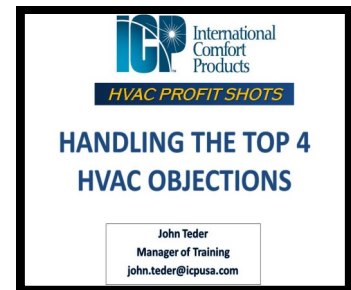
HVAC Profit Shots Webinars

Periodically, ICP conducts 60-90 minute long web casts on various topics of interest to distributor and dealer associates. The topics include distributor sales and customer relations, dealer sales, business and customer relations, and technician sales courses.

These courses or series of courses are communicated via e-mail or fax to Distributor MAPs. This communication contains content, registration and target audience information. Frequencies of each Profit Shots course will be determined by demand and attendance.

These courses are available anywhere with an internet connection. Many distributors offer these courses in their training rooms using a computer, projector and speaker phone. This enables them to spread the connection fees over several students.

Nominal connection fees are normally assessed for the sessions and detailed with the course announcements. For more information and to check for the next Profit Shots course, visit www.icpexcellence.com.



Small Business University Audio CDs

ICP periodically offers CD's from national renown speakers on a variety of topics including sales, business, management, customer relations, and motivation. These CD's are downloadable, allowing the distributor to produce as many copies as they desire, for the cost of a blank CD. There are no download fees making this a very cost-friendly quick hit training option.

The download site and passwords are communicated to ICP MAPs on a periodic basis. This affords the distributor sales force a variety of options:

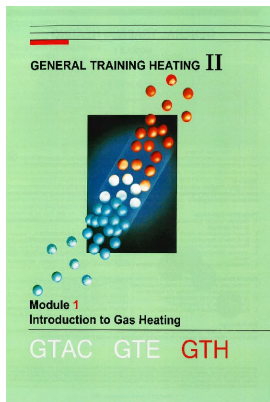
- Supply the information to customers and allow them to download the information
- Download the CD and give to the customer.
- Download the CD, then set up a review time for the customer and key associates.



NON-CLASSROOM SOLUTIONS

Technical Self Learning Library

ICP offers technical self learning books on a variety of topics for new HVAC technicians or experienced technicians wishing to hone their skills. These 35-50 page books include skills checkpoints allowing the students to learn the materials then test themselves following each chapter. This enhances the learning process and motivates the students.



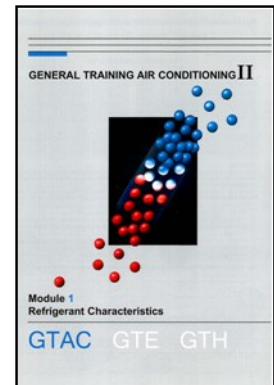
HVAC Technical Topics Include:

Principles of Electricity

Air Conditioning

Heating Principles

ICP will periodically add new books and topics to the Technical Self Learning Library. Books can be ordered from your branded literature order form found on Navigator. (Part # 401-06-700X-00)



2014

TRAINING SOLUTIONS WORKSHOP GUIDE



FOR MORE INFORMATION OR TO SCHEDULE A TRAINING SESSION

Dealer/Distributor Sales and Business Solutions:

931-270-4301
training@icpusa.com

Technical Solutions:

315-432-3500
technicaltraining@icpusa.com

