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Email: mta360.com
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VIRTUAL ONLINE TRAINING

\$750*
per dealership

Join us for

8 Virtual Online Training Sessions during May

May 5, 7, 12, 14, 19, 21, 28 & June 25

(All classes will be from 9am - 11am EST)

- ▶ Increase your product sales, closing rate and profitability.
- ▶ Increase your mix-shift by selling more hi-efficiency (inverters) systems than you ever thought possible.
- ▶ Learn why you shouldn't make the consumer wait until the end of your presentation to present the price. It's the number one thing on their mind.
- ▶ Let go of your old way of presenting. Learn a new dynamic selling process that allows you to be in and out of the customer's house in 30 to 45 minutes with contract in hand.
- ▶ Understand why the only two benefits that you need to speak about are variable air flow and variable capacity. Consumers will buy as many benefits as they can afford.
- ▶ Understand why speaking about SEER places you in the mud with your competitors, that often leads to how low can you go.
- ▶ You don't pay the utility company based on SEER you pay based on wattage consumption.
- ▶ **98%** of what we buy has a price on it. Could you imagine walking into a supermarket and nothing was priced? Would you really buy anything? How frustrating is it going to a website to buy something and there's no price? Make the consumer happy, utilize upfront pricing supported by a great visual, engaging and easy to understand presentation.