



CLICK or SCAN to REGISTER



# CUSTOMER DRIVEN SALES CLOSING MORE AT THE KITCHEN TABLE

Taught by Bill Kinnard



To close more deals at the kitchen table, you first must get to the kitchen table. The Customer Driven Sales class will guide you step by step from first contact to closing the deal! The goal of this class is to help you close more deals at a higher average ticket on a consistent basis.

## Continued Education:

- ✓ 8 Factory FAD Hours
- ✓ 8 NATE Hours

\* Grandy & Associates is responsible for the administration of NATE credits.

## TOPICS INCLUDE:

- What are the five things your website must include to capture customer attention.
- CSR training to answer the 4 most important questions clients ask when setting the appointment.
- Comfort survey questions designed to uncover problems most important to the customer.
- Onsite assessment steps to remember so you don't miss revenue opportunities.
- Science of presenting solutions: The way you present solutions shape customer preferences.
- Ask for the sale: Moving from professional visitor to professional closer.
- Overcome objections: Proven responses to answer common objections and extend the conversation.
- Follow up: Only 1 in 8 sales professionals have a consistent follow-up plan.
- Securing customer reviews so you become a referral-based company.

This class is perfect for comfort consultants and selling technicians who are ready to take their skills to the next level and be more effective than ever.

**CANCELLATION:** If you register for a class and cannot attend, please make sure you e-mail [air-emarketing@ferguson.com](mailto:air-emarketing@ferguson.com) to avoid a cancellation fee. Dealerships will be charged according to the cancellation schedule listed below for individuals who do not cancel.

- > 15 days prior to scheduled class = Full tuition refund
- 5-14 days prior to scheduled class = 50% of Full tuition refund
- < 5 day prior to scheduled class = No refund

\* If we are able to fill your spot with another student, you will not be billed for cancellations.



## REGISTER before Feb 16th

Wednesday, February 21, 2024

8:00 AM - 4:00 PM

\$515 per student  
(includes breakfast & lunch)

Northern Quest Resort & Casino  
100 N Hayford Rd  
Airway Heights (Spokane), WA 99001