

**THE RETREAT AT  
BALCONES SPRINGS  
MARBLE FALLS, TX**



*It's Hard To Stop A Trane.®*

**WELCOME - MAR. 23  
CLASSES - MAR. 24-27,  
2009**

# BOOT CAMP



Trane Boot Camp at the Lake is guaranteed to help you boost your residential HVAC sales and profits . . . and **have more fun selling than ever before!**

The step-by-step process you will learn is easy, but you can't get it from a book, you must experience it first hand at Trane Boot Camp.

## ***Here's why...***

True learning takes place by doing. The small class size allows personal instruction while you are learning and practicing new skills. Without these skills, you must overcome serious resistance, stalls and road blocking price objections.

At Trane Boot Camp at the Lake, you'll learn how to sell top-of-the-line Trane replacement systems without high pressure, arm twisting or tricky manipulation. You'll love selling this way, because this is the way customers love to buy! In fact, after Boot Camp, you'll wonder how you ever survived without it.

You'll learn the No-Pressure Selling® formula, which explains in detail how to help people sell themselves. (When its their idea, there's no resistance.) You'll also learn how to use value to annihilate price objections. When value has been established, up to 80% of your future customers will pay more to deal with you. After Boot Camp you'll love snatching jobs away from low ball competitors.

The Greek philosopher, Aristotle, said, "The fool tells me his reasons, the wise man persuades me with my own." You'll discover a fool-proof way to help customers discover the 5 to 10 benefits they truly desire. The more people desire a new Trane comfort system,

the more they have to own it NOW! Desire, not tricks, closes sales.

## ***Blockbuster Sales Tools***

You'll receive the most useful hvac sales materials ever developed. You get an indispensable 75 page resource manual and sales guide, ready-to-use-powerhouse proposal, invaluable lead generation plan and guidebook, must have tools to prove you offer the most value, a complete follow-up guide to help you to continue to boost your closing ratio and profits and much - much - more. You'll find the value of the materials alone exceeds the Boot Camp fee.

Ben Franklin said; "An investment in knowledge always pays the best interest." When you attend Trane Boot Camp, expect your closing ratio, job profitability and confidence to soar. When you hire a full time comfort consultant who follows the Trane Boot Camp formula, expect an additional \$300,000 to \$600,000 in sales the first year! And after your technicians attend Boot Camp, expect them to convert a

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## **Who Should Attend Boot Camp ...And Why?**



### **HVAC Sales Veterans**

Learn and practice the most up-to-date ways to sell Trane high efficiency equipment on value – using copyrighted tools, not worn out tricks.



### **New Sales Consultants**

This information is mandatory. The profits you lost from the sales you didn't make last week may have paid for Boot Camp.



### **Service Technicians**

Your technicians will return with the confidence and skills required to help their customers enjoy owning the benefits of a Trane high efficiency comfort system. Many firms can double their replacement sales when their technicians attend a Trane Boot Camp.

## **Meet Greg Woodman**



**Fast-paced, high energy, much more than bargained for, and content** describe the programs taught by Greg Woodman. Greg is an HVAC industry veteran with the scars to prove it. Greg has been a contractor, comfort consultant, vice president of an HVAC manufacturing firm, national sales trainer for Waterfurnace International is now a Team Leader with The ACT Group, Inc.

Greg's accomplishments include the development, production and implementation of the first in-depth retail sales and lead generation course for the geothermal industry. He is co-author of *How to Generate all the Sales Leads You'll Ever Need*, and is a contributing writer for several HVAC industry trade publications.

Audiences love Greg's common sense approach, entertaining style and the vast amount of useful information he presents. Greg makes his point with stories and tales you won't forget. You definitely won't get bored or want to fall asleep.

Greg recently teamed up with The ACT Group, Inc., a training and consulting firm based in Phoenix, AZ. ACT specializes in helping the hvac industry sell top-of-the-line replacement equipment by adding value, not lowering price. ACT'S clients are located from Adelaide, South Australia to Cape Town, South Africa.



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significant percentage of repairs into customer pleasing Trane comfort systems. If you want to invest in yourself, your people or your company, it's absolutely impossible to find a better investment than Trane Boot Camp. Here's proof:

### **Money Back Guarantee**

If at 10:00 a.m. on the third day you are not absolutely convinced this information and once-in-a-lifetime training experience is not worth more than the registration fee, inform the instructor and return the materials and your entire registration fee will be refunded! With this money back guarantee, the only way you can lose is not attending the Trane Boot Camp.

### **Is Boot Camp a Good Investment?**

It can be the best investment you ever make! One or two additional Trane high efficiency sales per year will pay for this training...after Boot Camp, two additional sales per week are common! The information you receive from Boot Camp can be worth hundreds of thousands of dollars over the life of your HVAC sales career. You'll learn to close sales through a simple, proven process, not lose sales due to lack of awareness or bad habits.



# Boot Camp Headquarters

## You'll Love It at the Lake!

### The Perfect Setting

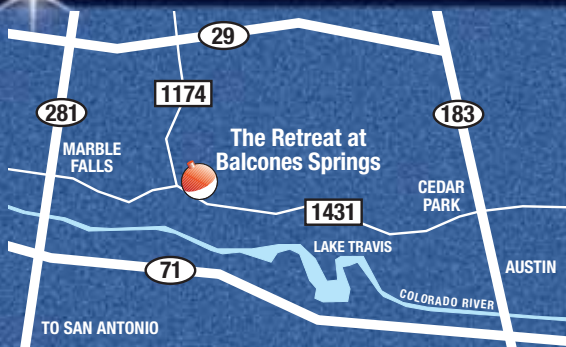
The Retreat at Balcones Springs is a gorgeous facility with incredible overnight accommodations, recreational amenities, delicious cuisine and fantastic service. The perfect setting to live the "good life" and learn how to maximize your selling potential.



### Learn, Enjoy, Relax

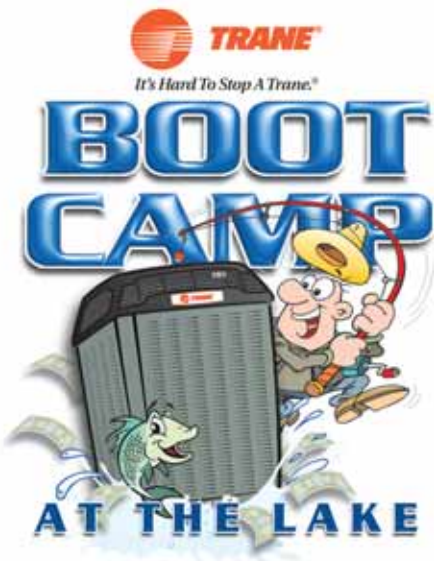
Scale the climbing wall and "fly" over Lake Ted on the Zip Line to The Thicket where drinks and appetizers await you. Canoe and fish the private lake as you network with your peers sharing ideas from the day's class.

**Welcome Reception**  
Monday Night  
6 - 8 p.m.



**FROM AUSTIN** - Take Hwy 183 north to FM 1431 in Cedar Park. Go west on 1431 to Balcones Springs (24.2 miles). Look for us on the left side of the road, directly across from "La Hacienda," which is a closed restaurant and gas station. If you pass RR 1174, you have missed us by about 2 miles. **TURN AROUND AND HEAD BACK!**

**FROM SAN ANTONIO** - Take Hwy 281 north to Marble Falls. The fifth stop light is RR 1431. Take a right and travel east on RR 1431. Balcones Springs is about 13 miles east on FM 1431. You will pass RR 1174 about two miles west of us. Keep your eyes peeled! We are on the right side of the road, directly across from "La Hacienda," which is a closed restaurant and gas station. If you cross "Cow Creek" (the name is posted by the bridge), you have missed us by 6 miles. **TURN AROUND AND HEAD BACK!**



# Official Registration

**Place:** The Retreat at Balcones Springs  
Marble Falls, TX

**Welcome:** Monday, March 23, 2009; 6-8:00 p.m.

**Classes:** Tuesday, Mar. 24 – Friday, Mar. 27, 2009; 8 a.m.-4 p.m.

**Cost:** \$1,600 per person (includes seminar, hotel and all meals)

**Contact:** Ince Distributing, Inc.

Attn: Amanda Perez

Phone: (210)341-7161, ext. 136

aperez@incedist.com

Fax: (210) 308-4621

**Boot Camp Seminar will be billed at 50% for dealerships with available co-op earnings!**  
(See your T.M. for details)

Please print clearly. Duplicate as needed. Fax to Amanda Perez at Ince.

Company: \_\_\_\_\_

Phone#: \_\_\_\_\_ Fax# \_\_\_\_\_

Attendee: \_\_\_\_\_

E-Mail: (Required to receive updates) \_\_\_\_\_

## Sign up before March 6 and pay only \$1,500

- I am signing-up before March 6, 2009 . . . . . **SAVE \$100.00**
- I have been to Trane Boot Camp before . . . . . **SAVE \$100.00**
- Seminar Only (no hotel room needed) . . . . . **SAVE \$300.00**
- Trane Comfort Specialist™ Discount . . . . . **SAVE \$100.00**
- I am interested in Family Rates and/or extending my stay

**Payment Options** We require pre-payment for all Boot Camp attendees  
Cancellations made after March 13 may be subject to room cancellation fees.

- Bill my Acct. P.O.# \_\_\_\_\_
- Check enclosed for \$ \_\_\_\_\_

Make payable and mail to:  
Ince Distributing, Inc.  
Attn. Amanda Perez  
2233 N.W. Loop 410  
San Antonio, TX 78230



## See you at the lake!

### 2008-2009 Trane Air™ Experience SCHEDULE

**Fall, 2008**  
• Sept. 23 - 27  
• Nov. 4 - 8

**Spring, 2009**  
• Feb. 10 - 14  
• Mar. 24 - 28  
• May 12 - 16

**Fall, 2009**  
• Aug. 25 - 29  
• Oct. 20 - 24

Want to Maximize Your Selling Knowledge and Profit Potential?

# WANT TO SAVE \$695!

Attend this Boot Camp and get a \$695 discount when you attend the **Trane Air™ Experience** at the Trane Factory in Tyler . . the perfect complement to Boot Camp. This combo will propel your selling expertise to the next level. Gain a better understanding of the Trane product, the psychology of selling and the processes that the most successful dealers implement to boost sales!  
See the schedule at left to put together your Boot Camp/Trane Air™ Experience and save money, too! See your T.M. for full details.

