

**FLYING L GUEST RANCH
BANDERA, TX**



**WELCOME - FEB. 23
CLASSES - FEB. 24-27
2009**

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

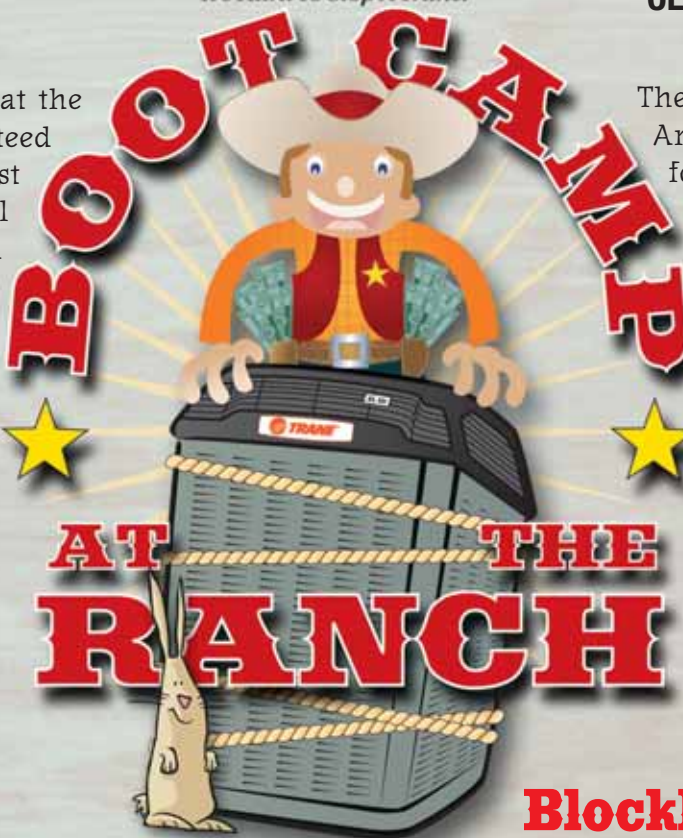
The step-by-step process you will learn is easy, but you can't get it from a book, you must experience it first hand at Trane Boot Camp.

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 Ranch, 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-power-house 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 significant percentage of repairs into customer pleasing

(Cont'd on page 2)

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.



(Cont'd from page 1)

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

Livin' it up at the Ranch!

Texas-Sized Lodging

The Flying L Guest quarters are comfortable and spacious. All of the rooms are multi-room, suite style villas each with separate living room, bedroom and bath. Accomodations include in-room coffee pot, refrigerator, microwave, color TV and daily maid service.



Hill Country Cuisine with Texas Panache

The Flying L buffets feature a wide range of culinary creations that change daily. The Grande Texas Ranch breakfast offers everything you could ask for. Dinner dining in either the beautiful Western Style Main house or under the Texas stars at the Creekside Cowboy Cookout are both exceptional.

Welcome Reception
Monday Night
6 - 8 p.m.



The Flying L Ranch is just south of Bandera on 173. At the first stop light in Bandera take a left onto 173 and go about 3/4 mile to Wharton Dock Road. Turn left to the first driveway on the left.





Official Registration Form

Place: Flying L Guest Ranch
Bandera, Texas

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

Classes: Tuesday, Feb. 24 – Friday, Feb. 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@incelist.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) _____

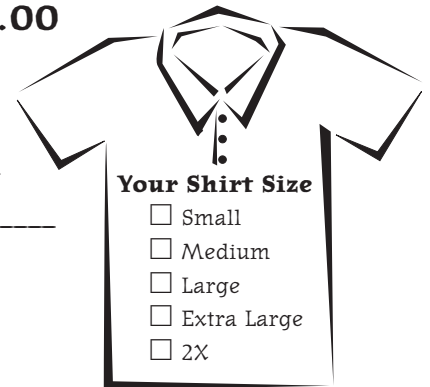
Sign up before February 1 and pay only \$1,500

- I am signing-up before February 1, 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 February 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 ranch!

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.

