

COURSE DESCRIPTIONS



GAS FURNACE SERVICE

Learn how to set up/service/maintain the current Trane furnace line. Service procedures will include proper diagnosis of: Integrated furnace controls: older silicon carbide and the new silicon nitride hot surface igniters/ignition systems: Pressure switches: Checking micro amperage: Review of wiring diagrams. **Also included – 95% Communicating installation & service.**

Speaker Richard Williams – Ince Distributing

Cost \$25.00 / registration includes course materials, and lunch.

Date/Time September 29, 2009 San Antonio 8:00 a.m. - 12:00 p.m.
October 1, 2009 Austin 8:00 a.m. - 12:00 p.m.

Locations San Antonio – Embassy Suites
Austin – Embassy Suites – Austin North



“BOOT CAMP AT THE BEACH”

Trane Boot Camp 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. You'll learn the No-Pressure Selling® formula, which explains in detail how to help people sell themselves. (When it's 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.

Speaker Greg Woodman - The Act Group <http://www.nopressureselling.com>

Cost \$1,600.00 / registration includes seminar, hotel, and meals.

Date October 6 – October 9, 2009 Padre Island 8:00 a.m.-4:00 p.m. All Days

Location Corpus Christi – Holiday Inn – Sunspree Resort

This is the first of three Trane Boot Camps we will offer during the '09 – '10 training season. We will host Trane Boot Camp at the Beach, Ranch and Lake! See the detailed brochure for this location in the back of this catalog. Sign up early...CLASS SIZE IS LIMITED TO 25.

COURSE DESCRIPTIONS



COMMUNICATING HEAT PUMP & AIR HANDLER

Learn how to install and service the new Communicating Heat Pump, Air Handler, and 900 Control. Procedures will include checking of defrost controls, proper charging, low voltage wiring and thermostats.

Speaker Richard Williams – Ince Distributing

Cost \$25.00 / registration includes course materials, and unchl

Date/Time	October 13, 2009	San Antonio	8:00 a.m. - 12:00 p.m.
	October 20, 2009	Austin	8:00 a.m. - 12:00 p.m.
	October 27, 2009	Corpus Christi	8:00 a.m. - 12:00 p.m.
	October 28, 2009	Valley – Weslaco	8:00 a.m. - 12:00 p.m.

Locations San Antonio – Marriott North West
Austin – Embassy Suites – Austin North
Corpus Christi - Holiday Inn Shoreline
Valley – Best Western, Weslaco



MANUAL- MANUAL J LOAD CALCULATIONS

Before we learned to run loads on computers we learned on Manual-J worksheets. Like QuickBooks does not make the user an accountant, computer load programs make the job easier but not, more understandable. This course is for people who have never learned the Manual- J method of load calculation. This course will cover the 7th edition Manual-J, room by room load calculation, with infiltration calculations as well as the Trane whole house worksheet. This course will give the attendee an understanding of load calculations prior to his attempting to complete loads using computer software. When the 8th edition becomes the required format, manual loads will be virtually impossible to complete. Now is the time to teach your sales and application employees the process of running loads and applying equipment to the project.

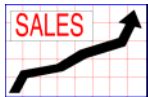
Speaker Ray Merchant - Ince Distributing, Inc.

Cost \$25.00 / registration includes course materials, workbook, and lunch.

Date/Time	October 14, 2009	Austin	8:00 a.m. - 12:00 p.m.
	October 15, 2009	San Antonio	8:00 a.m. - 12:00 p.m.

Locations Austin – Ince Distributing
San Antonio – Ince Distributing

COURSE DESCRIPTIONS



CleanEffects WORKSHOP

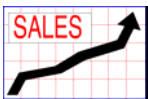
Please join us for a FREE CleanEffects learning class this month. We will be covering CleanEffects from A-Z, which includes: Why CleanEffects, The Benefits of CleanEffects, Home Owners Information, and Service Facts as well as much more to help you in the process of selling CleanEffects. Also, upon completion of the class you will receive a FREE embroidered CleanEffects shirt, a CleanEffects Course Certification and lunch.

Speaker Mario Rodriguez and Jim Wesolick - Ince Distributing, Inc.

Cost FREE / includes course materials, workbook, and lunch.

Date/Time	October 19, 2009	San Antonio	8:30 a.m. - 12:30 p.m.
	October 22, 2009	Austin	9:00 a.m. - 1:00 p.m.
	November 17, 2009	Corpus Christi	8:30 a.m. - 12:30 p.m.

Locations San Antonio – Ince Distributing
Austin – Ince Distributing
Corpus Christi – Holiday Inn Shoreline



WRIGHTSOFT COMPUTER LOAD CLASS RESIDENTIAL LOADS AND ENERGY ANALYSIS

This class will give each participant an in-depth look at the latest version of the Engineering Solutions software (Originally Climasoft) **This is a hands on class.** Each participant will be seated at a computer and will follow the instructor through the program. The Software Company will teach this program with emphasis on the new Right-Draw™ program. The third day will be dedicated entirely to duct design.

Speaker Wrightsoft Corporation <http://www.wrightsoft.com/>

Cost \$600.00 per person / registration includes demo software, and lunch

Date/Time November 10 – 12, 2009 8:00 a.m. - 4:30 p.m.

Location San Antonio – Embassy Suites

COURSE DESCRIPTIONS



INSTALLING AND SERVICING TRANE EQUIPMENT

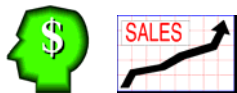
When we make a sale we make a promise. Increased efficiency, increased comfort, and increased reliability. But who delivers the promise? Obviously the equipment plays a part but our installers are the ones who are charged with delivering the promises made in the sales process. In a recent study, 38% of high efficiency systems were found to be improperly installed and required call backs. Of these, 74% were related to refrigerant charge and of those 70% had airflow issues that contributed to the improper charge. This is a technical class but ultimately it is about sales and increased profits when satisfied customers lead to referrals. We will cover key installation practices as well as how to find the information you need for safe and efficient installations.

Speakers Richard Williams & Ray Merchant - Ince Distributing, Inc.

Cost \$25.00 / registration includes course materials, workbook, and lunch.

Date/Time December 1, 2009 San Antonio 8:00 a.m. - 3:00 p.m.
 December 3, 2009 Austin 8:00 a.m. - 3:00 p.m.

Locations San Antonio – Marriott North West
 Austin – Embassy Suites Austin North



MANAGING & GROWING A PROFITABLE SERVICE DIVISION

Managing & Growing a Profitable Service Division is an in-depth review of the principles and strategies necessary to run a profitable service department or division. Many dealers view their service department or division as a necessary evil or loss leader, not a profit machine. In this course, dealers will learn the correct approach to running a profitable service department or division that can generate 20-35% net income each month.

Speaker Jennifer Shooshanian – BDR trainer <http://www.bdrco.com>

Cost \$600.00 per company / registration includes materials and lunch

Date/Time December 8, 2009 8:00 a.m. – 4:00 p.m.
 December 9, 2009 7:30 a.m. – 3:30 p.m.

Location San Antonio – Marriott North West

COURSE DESCRIPTIONS



TRANE INTEGRATED ZONING SERVICE

Now approved for the XL16i, come see the new features on the boards and thermostats. This class will review the installation and service procedures of the Trane Integrated zoning systems designed for residential use. We will cover the basics from startup tips to tricks we've learned to solve application and customer issues. A major portion of the class will be used to train technicians on the features of the new Trane WinZone monitor program used to monitor these zoning systems for smoother startups and diagnosing harder service calls. This is a required attendance for dealers with installed systems.

Speaker Richard Williams – Ince Distributing

Cost \$25.00 / registration includes zoning service literature, hand outs, and lunch.

Date/Time	January 5, 2010	San Antonio	8:00 a.m. – 12:00 p.m.
	January 7, 2010	Austin	8:00 a.m. – 12:00 p.m.
	February 23, 2010	Corpus Christi	8:00 a.m. – 12:00 p.m.
	February 24, 2010	Valley	8:00 a.m. – 12:00 p.m.

Locations San Antonio – Embassy Suites
Austin – Embassy Suites – Austin North
Corpus Christi – Holiday Inn, Shoreline
Valley – Best Western, Weslaco



LIGHT COMMERCIAL SERVICE

This class will cover service procedures for Voyager and Precedent models. The unique micro electric control systems will be covered extensively. This class is a first offering locally on the Precedent models and a must attend for technicians servicing these products.

Speaker Richard Williams – Ince Distributing

Cost \$25.00 / registration includes course materials and lunch

Date/Time	January 12, 2010	San Antonio	8:00a.m. - 12:00 p.m.
	January 14, 2010	Austin	8:00a.m. - 12:00 p.m.
	January 26, 2010	Corpus Christi	8:00a.m. - 12:00 p.m.
	January 27, 2010	Valley	8:00a.m. - 12:00 p.m.

Locations San Antonio – Embassy Suites
Austin – Embassy Suites – Austin North
Corpus Christi – Holiday Inn, Shoreline
Valley – Best Western, Weslaco

COURSE DESCRIPTIONS



TECHNICIAN CUSTOMER COMMUNICATION SKILLS

Technicians are the front line in our selling efforts. They typically have the first contact with our customers and can establish the need for system replacements and upgrades. We send our technicians to all of the technical schools but rarely to the selling schools. As a result, technicians typically talk “tech talk” to our customers rather than the features and benefits of a new system. In this 2 day interactive class your technicians will learn how to communicate with your customers, generate service agreements, and increase your replacement sales by offering replacement options and creating leads for your Retail Sales Professionals.

Speaker Joe Cunningham - <http://www.successtracknetwork.com>

Cost \$100.00 per person / registration includes seminar and lunches.

Date/Time	January 18 – 19, 2010	San Antonio	8:00 a.m. - 4:00 p.m.
	January 21 – 22, 2010	Austin	8:00 a.m. - 4:00 p.m.

Location San Antonio – Marriott North West
Austin – Embassy Suites Austin North

Owners: Join Joe Cunningham in “Systems for Success” for a special half day course and see the benefits of having your technicians in this class.

January 20, 2010	San Antonio	8:00a.m. - 12:00 p.m. with lunch
January 20, 2010	Austin	2:30p.m. - 6:30 p.m. with dinner



“BOOT CAMP AT THE RANCH”

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Speaker Greg Woodman - The Act Group <http://www.nopressureselling.com>

Cost \$1,900.00 / registration includes seminar, hotel, and meals.

Date February 16 – 19, 2010 8:00 a.m. - 4:00 p.m. All Days

Location Flying L Ranch – Bandera, Texas

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FRESH START by BDR

Fresh Start by BDR is a unique class focused on the key components needed to drive profit and growth. This class will help you increase your sales of premium equipment and accessories and drive profit. You will also learn how to become a better leader and steps to making great decisions. If you have not attended a BDR training class, this is a great chance for you to experience what we have to offer to you to help drive profit and growth in your business. We can help you achieve your business dreams!

Speaker Barry Burnett – BDR instructor <http://www.bdrco.com>

Cost \$600.00 per company / registration includes seminar, hotel, and meals.

Date February 25 – 26, 2010 8:00 a.m. - 4:00 p.m. Both Days

Location San Antonio – Embassy Suites



BASIC REFRIGERATION AND SPRING COOLING

This class will be a readers digest short course in refrigeration thermodynamics. The goal is to relay the minimum knowledge required for service technicians. Focus will be paid on the physical state of the refrigerant in the refrigerant cycle. Saturation, superheat, and sub cooling temperatures will all be taught in this class. After learning these basics, we will analyze refrigerant cycles and make a diagnosis with our new knowledge. **Also included-** learn how to diagnose TXV's.

Speaker Richard Williams – Ince Distributing

Cost \$25.00 / registration includes course materials and lunch

Date/Time March 2, 2010 San Antonio 8:00a.m. - 12:00 p.m.
 March 4, 2010 Austin 8:00a.m. - 12:00 p.m.

Locations San Antonio – Marriott North West
 Austin – Embassy Suites Austin North

