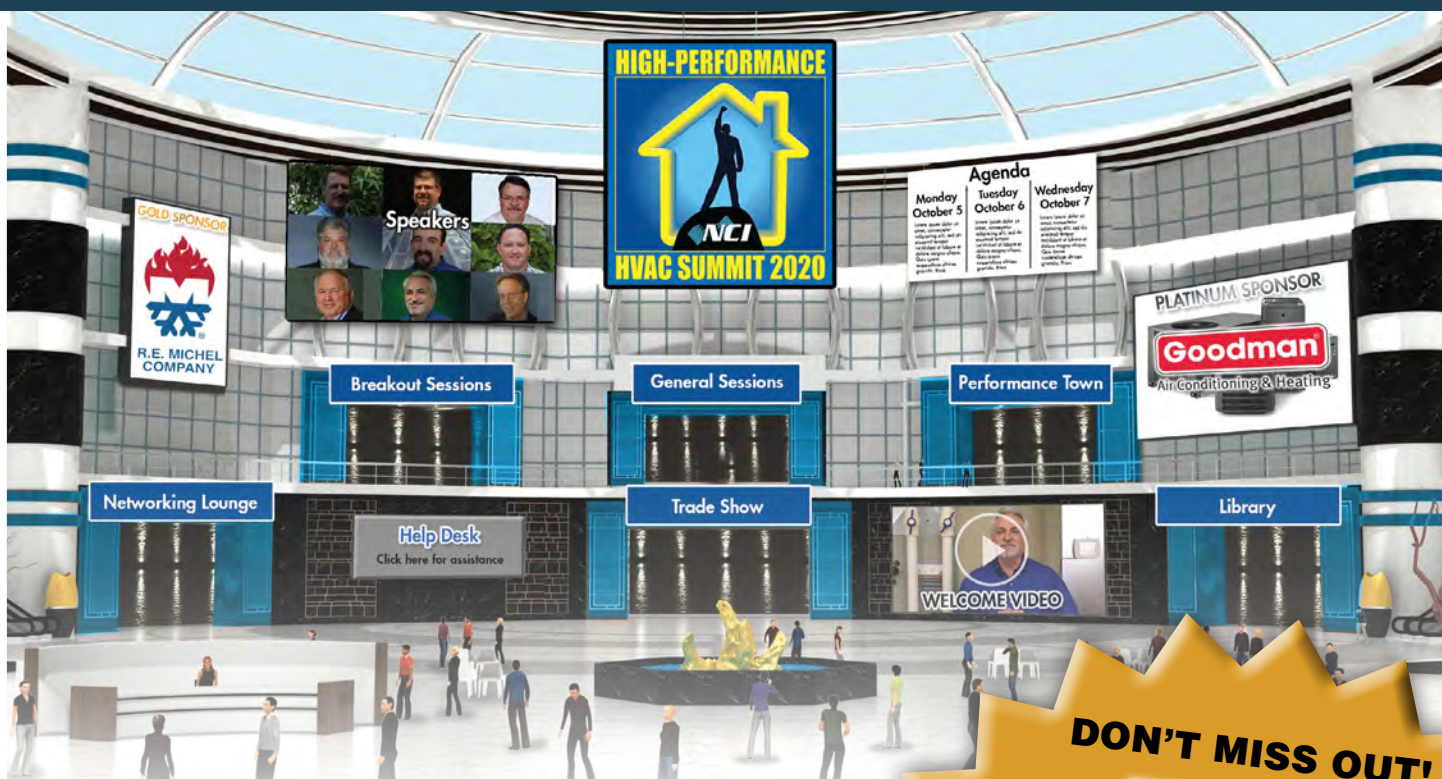


OCTOBER 5-7 • ONLINE LIVE



NCI HIGH-PERFORMANCE VIRTUAL SUMMIT 2020



Performance-Based Contractors from across North America will converge online to learn, share, build relationships, and explore new opportunities, products, and services. This 3-day information-packed conference is the only event of its kind completely focused on High-Performance HVAC.

Summit is open to all HVAC professionals. It's become the gathering place for like-minded people to learn from and share knowledge with fellow high-performance professionals.

DON'T MISS OUT!
NOW
ONLINE LIVE!

Experience this year's Summit from the safety and comfort of your home or office!
Registration is now open!
Visit [GoToSummit.com](https://www.goetosummit.com) to register today.



If You Don't Measure, You're Just Guessing!™

NCI'S 2020 VIRTUAL SUMMIT

Coach Your Team To Success

This year's High-Performance HVAC Summit focuses on coaching your entire team. From the opening session through every workshop, you will learn how to coach your team members in specific areas that will help bring them together as you integrate performance in your company.

Action-Packed Conference!

GENERAL SESSIONS

Each day NCI leadership will bring you up to speed on new programs available this year, the state of our industry, and looking forward into 2021 and beyond.



PANEL DISCUSSION

Several High-Performance Contractors will share how they are overcoming the challenges of running a service business during the COVID-19 crisis.



IDEA MEETING

All contractor attendees are invited to this event where you can share one or more lead generation and sales techniques that are working for you. Just register online and submit your ideas (\$20 entrance fee). The best ideas split the pot for great cash prizes!



2020 AWARDS PRESENTATIONS

This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best Performance-Based HVAC contractors. You might just be one of them!



NCI PARTNERS TRADESHOW

Our HVAC industry partners help make this conference possible. This year's trade show is open to all at no cost. Talk to product experts, explore new HVAC tools, instruments, products, business services, and much more!



IDEA EXCHANGE LOUNGE

Meet with fellow contractors in this forum where you can join moderated discussions or network with one-on-one conversations.



Register today at [GoToSummit.com](https://www.GotoSummit.com) or call 800.633.7058

Seven Fast-Paced Workshops



1. Coach Your Entire Team

What is High-Performance Contracting™ and why are you doing it?



Workshop Leader: David Richardson

Learn how to coach your entire team on your mission and vision as it relates to becoming a different kind of company – one who uses data from performance testing to deliver the best possible products and services to your customers. This coaching should be your first step to get your entire team on the same page.

2. Coach Your Managers

How to implement High-Performance into your business

Workshop Leader: Dave DeRose, Masterworks Mechanical

Once you've got everyone on your team introduced and "on board", it's time to get a little further into the details of implementing the High-Performance approach company-wide. This coaching session is designed to help you coach your management team on some of the subtle, and not-so-subtle changes you will be making to integrate higher performance into your organization.

3. Coach Your Technical Team

How to integrate performance into service and install

Workshop Leader: Casey Contreras

Now it's time to drill down with both your Service and Installation teams on how you plan to integrate High-Performance in their daily work in the field. This workshop covers how you will communicate the training, tools, and support you plan to give them to help them make the transition. High-Performance starts with testing on service and maintenance calls, talking to customers about findings, and recommending next steps. Once a project is sold, your installation team also needs to understand what is expected of them, and what they will be doing differently.

4-6. Special Hands-On Demonstrations

Performance Town 2020: Testing and Diagnostics Labs

Your Instructors: Rob Falke, Jeff Sturgeon, and Justin Bright

NCI's High-Performance Town returns to Summit! In these workshops you'll experience three labs focused on advanced tests and calculations to diagnose and offer highly profitable system upgrades, just as your teams do in the field. **Bonus:** Participants will also receive new detailed NCI procedures and quick reports to integrate into your leadership team's coaching following Summit.



7. Coach Your Sales Team

How to integrate the High-Performance sales approach with your business

Workshop Leader: David Holt, National Comfort Institute

As your technical team gets on the same page, it's important to work with both your inside and outside sales team on the specifics of adding air upgrades and renovations to their equipment replacement proposals, as well as selling stand-alone renovations. It's also important that they understand when they should be able to price the work themselves, and when to bring in higher technical expertise.



Schedule of Events

MONDAY, OCTOBER 5

9:00 am - 10:00 am	Partner Trade Show & Contractor Idea Exchange Lounge Open
10:00 am - 11:00 am	Opening Session with <i>NCI CEO, Dominick Guarino</i>
11:00 am - 12:00 pm	Partner Trade Show & Contractor Idea Exchange Lounge Open
12:00 pm - 1:30 pm	BREAKOUT SESSION 1 – Coaching: What is High-Performance Contracting and Why Do It? - includes 30-minute open discussion
1:30 pm - 2:30 pm	Partner Trade Show & Contractor Idea Exchange Lounge Open
2:30 pm - 4:00 pm	BREAKOUT SESSION 2 - Coaching: Implementing High Performance into Your Business - includes 30-minute open discussion
4:00 pm - 5:00 pm	Partner Trade Show & Contractor Idea Exchange Lounge Open

TUESDAY, OCTOBER 6

9:00 am - 10:00 am	Partner Trade Show & Contractor Idea Exchange Lounge Open
10:00 am - 10:15 am	General Session - NCI Updates
10:15 am - 11:45 am	BREAKOUT SESSION 3 - Coaching: Integrating Performance into Service and Install - includes 30-minute open discussion
11:45 am - 12:45 pm	Partner Trade Show & Contractor Idea Exchange Lounge Open
12:45 pm - 1:40 pm	BREAKOUT 4 - Virtual High-Performance Town 2020: Hands-on testing & diagnostic labs – Part 1
1:50 pm - 2:50 pm	BREAKOUT 5 - Virtual High-Performance Town 2020: Hands-on testing & diagnostic labs – Part 2
3:00 pm - 4:00 pm	Idea Meetings: Lead Generation and Sales
4:00 pm - 5:00 pm	Partner Trade Show & Contractor Idea Exchange Lounge Open

WEDNESDAY, OCTOBER 7

10:00 am - 10:30 am	General Session - NCI Program Updates, Idea Meeting Winners Announced
10:40 am - 11:40 am	BREAKOUT 6 - Virtual High-Performance Town 2020: Hands-on testing & diagnostic labs – Part 3
11:50 am - 1:20 pm	BREAKOUT SESSION 7 - Coaching: How to Market and Sell High Performance - includes 30 minute open discussion
1:30 pm - 2:50 pm	Panel Discussion: Moving Forward in Our New World of Pandemics and Other Challenges
3:00 pm - 3:30 pm	Closing Remarks with <i>NCI President, Rob Falke</i>
3:30 pm - 4:00 pm	NCI Industry Awards Presentation

Register today at **GoToSummit.com**
or call **800.633.7058**