



SERVICE: High Performance Starts Here!



DELIVER highly performing HVAC systems on every service and maintenance visit - and every installation.

APRIL 17 - 20, 2023
BRANSON, MO





This year's conference focuses on the critical steps to building a solid high performance maintenance program, fixing systems right the first time, and generating leads for profitable equipment replacement and Air Upgrades.

HIGH PERFORMANCE Starts with Service

NCI's Summit has become the gathering place for High-Performance Contractors across North America. It's the only event of its kind completely focused on servicing, selling, and delivering high-performance HVAC systems.

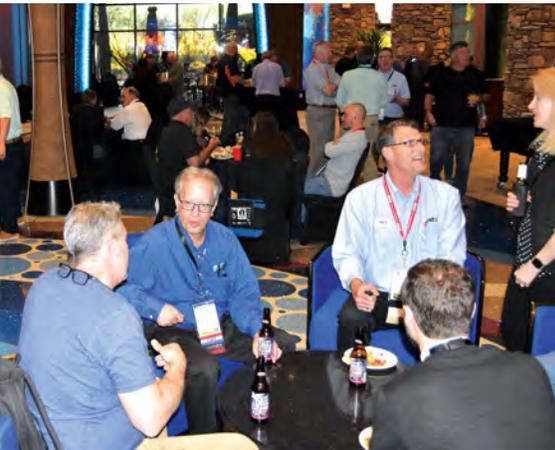
This conference is open to the entire industry. Summit is a welcoming gathering of like-minded people who are open and willing to share with their fellow high performance professionals.

The most successful high-performance HVAC contractors understand that testing and diagnostics by their service and maintenance teams provides huge returns, both in terms of fixing "system" issues on the spot, and generating leads for equipment replacement with add-on Air Upgrades and duct system renovations.

At Summit this year NCI's instructors and coaches will facilitate discussions on several key implementation areas to help you build a solid roadmap to take you to the next level.

BREAKOUT SESSIONS:

- Profitable System Upgrade Leads through Testing and Diagnostics on Service Calls
- Keep Customers Safe and Generate Leads with CO Safety and Combustion Testing
- Increase Sales Success by Properly Managing Service-Generated Leads
- Build Lifetime Customers with High-Performance Maintenance Agreements
- Deliver High Performance with Hands-on Diagnostics in Low-Performance Town.



BE SURE TO BRING TECHNICAL, OFFICE, AND SALES STAFF

This year all sessions all repeat! You will have the opportunity to attend each one. To get the most from these sessions we recommend you bring at least 3 people. Be sure to ask about our special 3-Pack offer!

Visit the Summit Week website at GoToSummit.com to reserve your seat for what will be another top notch, educational Summit experience. Seats are limited this year and going fast, so don't delay, register for Summit 2023 in Branson, MO today - and take your High-Performance HVAC business to the next level!

SPECIAL EVENTS

WELCOME RECEPTION & CELEBRATION: Meet up with old friends and make new ones at this Welcome Extravaganza. Join your fellow contractors from across North America to celebrate our industry's resilience during the tough times of the past year.

NCI PARTNERS RECEPTION AND TRADESHOW: Our partners help make this conference possible. Show your appreciation by attending the trade show events. Who knows? You might find that next great product or idea!

IDEA MEETING: All attendees are invited to this 2-part event where each participant can propose one or more ideas in the areas of lead generation and sales. Don't forget to bring your ideas and \$20 entrance fee. The best ideas split the pot for great cash prizes!

NCI PARTNERS EDUCATIONAL SESSIONS: Pick from several special sessions hosted by NCI Member Rewards Partners. Topics will range from new HVAC technologies, to software, to business improvement seminars.

AWARDS BANQUET: This long-standing tradition is one of the highlights of every Summit. Join us in honoring the best of the best high-performance HVAC contractors. You may be one of them!



BREAKOUT SESSIONS



Profitable System Upgrade Leads through Testing and Diagnostics on Service Calls -

Facilitated by Al D'Ambola

This highly interactive session focuses on generating unlimited system upgrade leads by simply performing and recording static pressure measurements on every repair and maintenance call. This session will help you gain new ideas to get your whole team focused on the importance of executing basic diagnostic procedures on every repair, maintenance, and installation opportunity. Learn from your peers as they share their insights about what they have learned, what works, and what doesn't work.



Keep Customers Safe and Generate Leads with CO Safety and Combustion Testing -

Facilitated by Jim Davis and David Richardson

In this interactive session, you will have an opportunity to exchange thoughts on how to keep your customers safe while generating leads with carbon monoxide (CO) and combustion testing. The discussion will focus on the importance of why and what to test on every call including ambient CO testing and what to do in various situations.



Increase Sales Success by Properly Managing Service-Generated Leads -

Facilitated by David Holt

Unfortunately, many proactive sales opportunities generated by repair and maintenance technicians that perform routine static pressure measurements are handled very poorly, if at all. Without a solid plan, these golden opportunities get stacked up in a desk drawer or simply fall through the cracks. This results in frustrated customers, unhappy service techs, unemployed comfort advisors, underemployed installers, and reduced company profits. In this session, we will discuss a simple step-by-step process for effectively managing and responding to these great sales opportunities.



Build Lifetime Customers with High Performance Maintenance Agreements -

Facilitated by Jim Ball

Wouldn't it be nice to have an expanding group of 'raving fans' for your business? A high-performance maintenance agreement program will help your team take better care of customers, transforming them from "occasional buyers" into "lifetime partners". When you attend this workshop, Jim Ball will help you discover how to build a strong maintenance agreement program based on NCI's high performance processes.



Deliver High Performance with Hands-on Diagnostics in Low-Performance Town -

Facilitated by John Puryear, Andrew Smith and Jeff Sturgeon

There are hidden defects plaguing the residents of low-performance town. Can you diagnose and provide solutions to their problems and bring them back to their high performance days? Learn to walk the "PATH to Performance" as you measure and diagnose, static pressure, airflow, temperature, and delivered Btus. Once you test and diagnose the problem(s), you'll make adjustments and assemble a scope of work to improve system performance. Don't miss this interactive session where we will introduce new test instruments to NCI's training offerings.



SUMMIT WEEK 2023

SCHEDULE OF EVENTS

MONDAY, APRIL 17

Pre-Summit Events

- 8:00 a.m. - 5:00 p.m. Advanced Airflow Diagnostics with Hands-on – Recertification Class
- 8:00 a.m. - 5:00 p.m. Advanced CO & Combustion Diagnostics – Recertification Class
- 5:15 - 5:45 p.m. Summit Orientation Meeting – All Welcome!
- 6:00 - 8:00 p.m. Welcome Reception Sponsored by Daikin Comfort Systems 

TUESDAY, APRIL 18

- 7:00 - 9:00 a.m. Breakfast and Interactive Opening Session
- 9:15 - 10:45 a.m. Breakout Sessions 1 – Workshops
- 11:00 a.m. - 12:30 p.m. Breakout Sessions 2 – Workshops
- 12:30 - 1:30 p.m. Luncheon and General Session
- 1:30 - 3:00 p.m. General Session – Keynote Speaker: Jan Spence
- 3:00 - 5:00 p.m. Idea Exchange Meeting – Optional - \$20 cash entry fee - contractors only
- 6:00 - 8:00 p.m. NCI Partner Trade Show Reception

WEDNESDAY, APRIL 19

- 7:00 - 8:30 a.m. Breakfast & General Session
- 8:30 - 9:00 a.m. State of High-Performance HVAC – with NCI President & CEO, Dominick Guarino
- 9:30 - 11:00 a.m. Breakout Sessions 3 – Workshops
- 11:15 a.m. to 1:15 p.m. NCI Partners Tradeshow and Luncheon
- 1:30 - 3:00 p.m. Breakout Sessions 4 – Workshops
- 3:15 - 4:00 p.m. NCI Partners Educational Sessions
- 4:15 - 5:00 p.m. General Session: Idea Session Winners and Partner Prize Drawing
- 6:00 - 7:00 p.m. Sponsor Appreciation Cocktail Reception
- 7:00 - 9:00 p.m. Awards Banquet and Presentation Ceremony

THURSDAY, APRIL 20

- 7:00 - 9:30 a.m. Breakfast & General Session
- 9:45 - 10:30 a.m. NCI Partners Educational Sessions
- 10:45 a.m. - 12:15 p.m. Breakout Sessions 5 – Workshops
- 12:15 - 1:30 p.m. Closing Luncheon – with NCI President & CEO, Dominick Guarino



EVENT & LODGING



415 N State Hwy 265
Branson, MO 65616

(888) 333-5253

**Reserve your room now
to get the special NCI rate**

\$154⁰⁰/per night
including resort fees

<http://ncilink.com/2023hotel>



Register today at GoToSummit.com or call 800.633.7058