

# Inverter Contractor Day

PRESENTED BY:



**\$295/attendee  
OR FREE with full  
Summit registration!**  
Includes breakfast, lunch and  
two breaks.

Goodman Manufacturing is hosting a full day of training on how to integrate the latest HVAC inverter technology into your offerings. Topics range from marketing, to pricing, sales, financing and more!

This day of training led by top HVAC industry leaders is a standalone event.

However, Goodman has agreed to waive the training fee and offer it at NO CHARGE to Summit Attendees. And breakfast and lunch are included!

## Topics and Speakers



### Session 1: Branding & Promotion

*Presenters: Jennifer Bagley, Matthew Plughoff*

Learn how a strong brand message strategically positioned in front of the right customers, will help them create more leads, stand out against the “flames and snowflakes” in their marketplace, and ultimately close more business. Attendees will be given strategies and tactics required to capitalize on experience economy, digital positioning, and today’s customer expectations. We will take cues from leading innovators and disruptors such as Amazon, Tesla, Apple, Bucky’s, and Carhart. Learn how to get found and stand out in a digital 3-second world.



### Session 2: Product, Pricing, and Financing

*Presenters: Ruth King, Matthew Bratsis, Tom Wittman*

Learn how to put together a Best, Better, Good strategy and will leave this workshop with completed price sheets including the 5 core elements of a package: Equipment selection, Features, Guarantees, Warranties, and Maintenance. Once the packages have been determined we will then dive into pricing strategy and tiering the financing approach. It is strongly recommended that dealers review the Building Profit and Wealth seminars Part 1, 2, and 3 available on the Goodman Business Toolbox ([www.goodmanbusinesstoolbox.com](http://www.goodmanbusinesstoolbox.com)) click: “Dealer,” “Training Resources,” “Business Planning Boot Camp” before attending this workshop. Once someone from your team has completed the Inverter Installation Assessment, and this workshop you will have access to an exclusive financing solution only available to Goodman Inverter Contractors.



### Session 3: Inverter Sales Training

*Presenters: Matt Plughoff, David Holt*

Learn how to apply the “Branding & Promotion” session and the “Product, Pricing, and Financing” session to their sales process. Sales professionals will learn how to get their mind right, build rapport, complete a customer assessment, technical assessment, how to present their company and their companies’ brand and then how to present the options. Participants will also learn how to overcome common stall, objections and roadblocks in order to help them close more inverter sales. At the end of this workshop participants will leave energized, motivated and committed to making immediate behavior changes that result in increased closing rates, higher overall tickets and a higher balance of inverter product sales.



[Click here to register: ncilink.com/GoodmanInverterDay](http://ncilink.com/GoodmanInverterDay)