

S.T.E.P.S. to Success

Sales Training Program

Honeywell



Engage your customer base - and increase your sales

by providing customized product and service offerings that your customers not only want and need - but will also pay for. In Honeywell's newest sales training class, "S.T.E.P.S. to Success", you and your staff will not only learn how to S - Start the conversation, T - Tell a story, E - Engage the customer, P - Provide the right solution and S - See it through, but also discover key tactics designed to increase your staff's ability to close more business, increase their average ticket price and secure long-lasting customer relationships.

In a continued effort to make our customers more successful, Honeywell has developed a dedicated team of Sales Excellence and Training professionals focused on driving long-term, profitable growth for the contractor. With this goal in mind, Honeywell is proud to introduce its newest contractor sales training workshop, **S.T.E.P.S. to Success**.

This sales-focused course is designed to teach Residential and Light Commercial contractor professionals how to engage their customer base by providing customized product and service offerings that their customers want, need and will pay for. Whether it's through increased accessory sales, higher-end system installations or more service enhancements, contractors that attend **S.T.E.P.S. to Success** can increase their ability to close more business, increase their average ticket price and secure long-lasting customer relationships.



What is STEPS?

- S** - Start the conversation
- T** - Tell a story
- E** - Engage the customer
- P** - Provide the right solution
- S** - See it through

Who Should Attend:

Residential and Light Commercial HVAC and Plumbing Contractor Owners, Service and Install Technicians and Sales Professionals

Course Topics Include:

- Redefining the sales process and what it means for your company and for your customer
- Ensuring techs and sales people are properly preparing for customer visits to create opportunities for better, more consistent results while in the home or business
- Observing the customer's environment for signs of service and product needs
- Taking industry jargon such as SEER, MERV, CFM and GPM and translating it into value that the customer will pay for
- Providing the right solution and seeing it through
- Increasing customer satisfaction and cultivating long-term profitable relationships

Learn More

Visit <http://www.forwardthinking.honeywell.com/training>, or call **1-800-332-7031**

Automation and Control Solutions

In the U.S.:
Honeywell
1985 Douglas Drive North
Golden Valley, MN 55422-3992

In Canada:
Honeywell Limited
35 Dynamic Drive
Toronto, Ontario M1V 4Z9

Class Materials:

- Folder of all in-class materials
- Customizable implementation guide to help owners and technicians apply sales skills back on the job
- Sales tool kit and quick reference guides to maximize internalization and adoption of skills

Class Timing:

Date: _____

Location: _____

Time: _____

Cost: _____

Tuition Includes: _____

How to Register:

Contact your Distributor host at:

Contact: _____

Email: _____

Phone: _____

Hurry – Space is Limited to 40!

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