



**Maximize Your Business Potential  
by Partnering with Honeywell's  
Contractor Development Group**

# Grow Your Sales

## When You Join Honeywell's Contractor Development



**Let's face it** – the HVAC Industry is quickly evolving into a consumer-centric landscape with new, more technically advanced, consumer-friendly products that allow your customers to interface with their Heating, Ventilation and Air-Conditioning (HVAC) systems in ways they never have before.

Products are becoming increasingly more advanced and complex, and for contractors to be successful in today's market, it's essential to find ways to not only differentiate from the competition, but to maximize business efficiencies and profitability. Honeywell's team of dedicated contractor sales trainers can help you maximize your profits and build long-lasting relationships with your customers.

### **What is the Honeywell Contractor Development Group (CDG)?**

The Honeywell Contractor Development Group (CDG) is a highly intensive members only one-on-one coaching program that teaches service and install technicians and sales professionals to increase profits by focusing on engaging their customer base by providing customized product and service offerings that their customers want/need and will pay for. The CDG provides dedicated support and impactful, individualized training, growth and development for highly-motivated, committed HVAC contracting business owners and staff looking to ignite sales growth and long-term profitability.

The CDG is lead by a specialized group of seasoned, successful and tenured HVAC sales professionals that focus on select contractors willing to commit to an intensive sales coaching and skills development program. The CDG program is not a one size fits all program, but a highly specialized long-term approach to addressing and resolving an individual businesses key issues, teaching impactful sales skills to their staff and partnering to drive long-term, organic growth and profitability.

# Group (CDG)



## Member Benefits:

- Company SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis focused on growth opportunity, identification, planning and development
  - Ongoing sales meetings and business reviews
  - Ongoing support focused on individuals that are involved with specific growth development areas within the business
  - Customized, one-on-one sales skills development training, in-field job shadowing and coaching
  - Business efficiency and growth training
  - Skills Development Training (leadership, finance, employee relations, time-management, negotiation, presentation skills)
- Access to in-person and self-study skills development webinars and training
  - Advertising and Marketing plan development
  - In-field seminars, classes & workshops
  - Dealer advisory councils and regional dealer meetings
  - Quarterly events calendar and industry trends electronic newsletter
  - Access to multi-day skills development and networking boot camp

## Plus – More Program Enhancements Coming Later in 2012!

- Customized quote and package offering brochures and other promotional literature
- Access to business services and resources such as business cards/stationary, newsletter builders and company signage
- Access to personality profiling and employee development partners
- In-home product demonstration units
- Customizable Honeywell literature, direct mail, envelope stuffers, door hangers, signs, decals, magnets and more
- Website optimization and search engine ranking
- More!



## The CDG program and Sales Trainers Supplement Your Honeywell Sales Representative

The CDG program should be viewed as a complement to your existing relationship with your Honeywell sales representative and will be limited to sales/skills development and increased business efficiencies and profitability only. Your Sales coach does not replace daily sales activities as conducted from your primary sales representative; rather, the role of the Sales coach is focused on sales skills, training and specific growth areas as identified through the initial Sales coach/contractor owner business analysis. Consider your Sales coach a supplement to the ongoing value already offered by your Honeywell sales representative; ultimately, your Honeywell relationship resides with your Honeywell sales representative.



## Meet Your Dedicated Honeywell Sales Excellence and Training Team

### Joe Cappelletti, Sales Excellence and Training Director —



Joe leads the Sales Excellence and Training field team in delivering highly impactful sales training classes, workshops and business development initiatives that address and resolve an individual business's key issues, teaches impactful sales skills to their staff and partner to drive long term, organic growth and profitability. Joe's team provides unmatched, dedicated support and

impactful, individualized training, growth and development for not only the ECC Honeywell Sales Organization, but also to highly motivated, committed HVAC contracting business owners and staff looking to ignite sales growth and long-term profitability. Since coming to Honeywell in 1978, Joe has held several successful sales roles such as President of ADI, ECC Regional Sales Leader, ECC Sales Director and most recently Sales Excellence and Training Director.

### Matt Adcock, In-Field Sales Excellence and Training Coach —



For the past six years, Matt has worked hand-in-hand with contractors in the Arizona and Las Vegas markets to help them increase profitability and drive long-term success through real-world sales and skills development trainings and workshops. Prior to Honeywell, Matt worked directly for a highly regarded HVAC contractor where he focused on everything from dispatch to service management and

outside sales. His contracting experience gives him a strong knowledge base in implementing flat rate pricing, building year-round maintenance programs and creating active accessory offerings. As a constant learner – and to better understand and serve the needs of his client base – he earned his MBA from the WP Carey School of Business with a focus on Entrepreneurship. As part of the Honeywell Sales Training team, Matt conducts sales and skills training on a nationwide level, as well as works hand in hand with individual contractor owners/staff looking to differentiate themselves in their markets and drive increased profits for their business.

## How to Be Considered for the CDG Program

Contact your local Honeywell sales representative to complete and submit a program enrollment form. Once your application is received and reviewed, you'll receive an email answer within five business days. If accepted, you will be contacted by Sales Excellence team member as well as receive a "welcome" email within five business days after membership acceptance.

**Questions? Contact [honeywelltraining@honeywell.com](mailto:honeywelltraining@honeywell.com) or call 1-800-332-7031.**

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