



BOSS© (Business Owner Support System)Program

Making customers happy gets harder every day. Happy, satisfied customers do business with us again and tell those they know to call us when they have a need for heat or cooling service or replacement. To be successful today, you, the front line who run the show, must know what drives the customer to our doors and how to help them with their needs.

This fast paced meeting will include:

- ✓ Methods of up selling
- ✓ How to defuse an angry customer.
- ✓ Financing, your key to success in sales.
- ✓ 10 keys to handling customer complaints
- ✓ What's the best way to handle incoming calls?
- ✓ Discover how to motivate stubborn customers.
- ✓ Product overview: IAQ, comfort needs and systems
- ✓ 410 mandate. What it means to us and the consumer
- ✓ How to bullet-proof the relationship with your customer.
- ✓ Words create the right pictures in your customer's mind.
- ✓ Why marketing isn't a department, it's an on-going attitude.
- ✓ What is Supreme Quality Service© and how do you provide it
- ✓ Learn the unique benefits that only your company can provide.
- ✓ Learn the questions to ask to make your job more fun and less stressful
- ✓ How much money can your customers really save by replacing old hvac equipment?
- ✓ How to help your customers turn "information only" calls into service calls or solid leads.
- ✓ How to show your customers the importance of financing, how comfort is purchased today.
- ✓ Learn the four basic styles of human behavior, and how that will help you improve productivity and profits. And MUCH, MUCH MORE!