BUILT TO A HIGHEB STANDARD



SINCE 1936

HEATING & AIR CONDITIONING

AMERICAN STANDARD BUSINESS TRAINING OPPORTUNITIES 2024



American Standard Dealers Only

About the Trainers

Chris Carlile • •

NO PRESSURE SELLING

Chris believes, "the right people and the right processes are the most important attributes to growing a business. Without proper training and coaching, implementation is virtually impossible." He attributes his sales success as a marketing manager to two things ... "First, establishing business relationships with the right people. Secondly, helping customers and employees sell on value instead of price through a simple, repeatable process." As part of the management team Chris was instrumental in helping double the business twice in 10 years.





• • Ruth King PROFIT AND WEALTH GURU

Since 1987 Ruth and her team have been analyzing financial statements and given business owners the tools/processes to get and stay profitable and build wealth. Her clients have grown profitably and achieved their business and personal goals. She is the #1 best-selling author of *Profit or Wealth?*, *The Courage to be Profitable*, *The Ugly Truth about Cash*, and other award winning books.

Candy Cunningham • •

BDR • DRIVING PROFIT & GROWTH

Candy has a deep background in distribution sales and territory management. She began her HVAC career in 1991 when she helped open a distribution office in Omaha, Nebraska. The sales support specialist position led her to become a territory manager in 2001. In this role, she became more involved with marketing plans, job quoting, annual dealer meetings, dealer recruitment, and overall territory sales support.





• • Russell Prach & Christopher Prach HEAT EXCHANGER EXPERTS

Ellis Prach, father of Russell and Christopher, has worked in the HVAC business for over 55 years and has owned and operated two successful heating businesses. He is considered one of the foremost experts in the nation when it comes to cracked heat exchangers. Russell has spent his entire life shadowing his father acquiring his ability and

expertise when it comes to heat exchangers. His passion for this trade is contagious. Christopher brings to the team extensive field experience in combination with his father Ellis' passed down expertise. Christopher also owns and operates a local HVAC service company. CALENDAR 2024

MARCH 12-13	DUCT DESIGN FOR PROFIT & EFFICIENCY Instructor: Candy Cunningham (BDR) Location: Renaissance Indianapolis North, Carmel, IN	A	
MARCH 25-28	ASSET SALES TRAINING Instructor: Chris Carlile (No Pressure Selling) Location: Duncan Supply, Indianapolis, IN	Ê	
APRIL 15-16	DON'T SELL C.A.R.E. TECHNICIAN TRAINING Instructor: Chris Carlile (No Pressure Selling) Location: Duncan Supply, Indianapolis, IN	\bigcirc	
september 10	WIRING DIAGRAMS & FINANCIAL STATEMENTS Instructor: Ruth King (Profit & Wealth Guru) Location: Duncan Supply, Indianapolis, IN	\$	
SEPTEMBER	BUILDING PROFIT & WEALTH Instructor: Ruth King (Profit & Wealth Guru) Location: Duncan Supply, Indianapolis, IN		
SEPTEMBER TBD	FURNACE HEAT EXCHANGER INSPECTION TRAINI Instructor: Russell Prach & Christopher Prach (HEE) Location: TBD, Fort Wayne, IN	NG	
OCTOBER	FOCUS ON FINANCING Instructor: Chris Carlile (No Pressure Selling) Location: Duncan Supply, Fort Wayne, IN	(The second seco	
OCTOBER 2-3	NO PRESSURE SELLING Instructor: Chris Carlile (No Pressure Selling) Location: Duncan Supply, Fort Wayne, IN	Ê	
OCTOBER 15-18	ASSET SALES TRAINING Instructor: Chris Carlile (No Pressure Selling) Location: Duncan Supply, Cincinnati, OH	Ê	

Duct Design for Profit & Efficiency

Tuesday, March 12th -Wednesday, March 13th

Day 1: 8:00 AM - 4:00 PM EST | Day 2: 7:30 AM - 3:30 PM EST

Cost: \$675.00 per attendee



Instructor Candy Cunningham ACCA Certified



Who Should Attend?

Owners, Field Layout/Design Foreman, Field Installers, Sales Professionals

Class Description

Learn how to correctly design a residential duct system using ACCA's Manual D and save money and labor. The purpose of Manual D is to correctly design a duct system. This class also looks at duct design from a profit viewpoint. Learn the importance of Manual J, S, D, and T. You will also learn how to evaluate and correct existing systems for retro-fit and warranty work.

Class Mission

Help dealers increase profits through efficient duct design by:

- Increasing comfort and efficiency
- Reducing noise and operating costs
- Reducing warranty costs and customer complaints
- Reducing labor costs
- Increasing sales by adding value
- Enhancing product and dealer value
- Understand the cost of manufacturing
- Proper system checkout and startup to reduce call backs
- Taking pride in doing the job right

Renaissance Indianapolis North 11925 N Meridian St Carmel, IN 46032 Hotel Accommodations: Renaissance Indianapolis North



Things You Will Learn

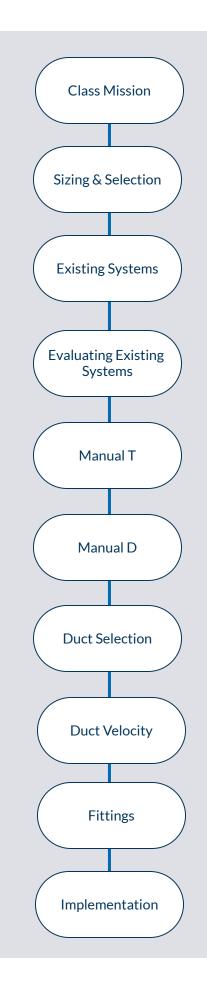
- Foundations of duct design through ACCA's Manual J, Manual S, Manual D, and Manual T Standards.
- 2. The process of evaluating and improving duct systems.
- 3. The profit potential of designing a system that delivers comfort and efficiency to customers.
- 4. Best practices for reducing operating, warranty, and labor costs.
- 5. How to communicate the value and benefits of your duct system design to customers.



What People are Saying About Duct Design for Profit & Efficiency

"By attending this class, I improved my knowledge of the overall system and techniques to improve my systems. Through the use of worksheets and exercises, I can now confidently install/fix systems to the manufacturer's recommendations and to all the system to operate at the best of its abilities." - Ziah Jay Brown

This class was amazing! I have learned so much in just 2 days. I am extremely excited to go back and implement what I have learned in my business." - Adam Coutts





American Standard Sales Enhancement Training

March 25th - 28th (Indianapolis) OR October 15th - 18th (Cincinnati)

8:30 AM - 4:00 PM EST Cost: \$2,100.00 per attendee

*Includes 4-day program, 82-page guidebook, presentation manuals, final presentation video, certificate of completion, light breakfast, lunch, and personal growth.



Instructor Chris Carlile



Who Should Attend?

Comfort consultants, owners, managers, technicians, and territory managers.

Why ASSET?

ASSET has helped thousands of American Standard Dealers consistently sell big-benefit premium American Standard comfort in cold summers, warm winters, good economies and bad. Attend ASSET and learn how.

Sell More

ASSET is a four-day training event that teaches you how to *Sell the way your customers want* to buy®. When this happens, your customers are delighted and reward you with premium sales and pre-sold referrals.

Grow Premium Sales

You will learn how to design each customer's Ideal Comfort Solution®. If needed you can comfortably justify the price by reviewing how they will receive the benefits they desire most.

Enhance Your Career

When you have a proven process to follow, your stress level goes down, you have more fun and make more money to provide a better life for your loved ones. Isn't that what the American Dream is all about?

Duncan Supply - Bldg 5 101 W. 9th Street Indianapolis, IN 46204 Hotel Accomodations: Crowne Plaza Airport Duncan Supply 7753 Union Centre Blvd, Ste 100 West Chester, OH 45011

Hotel Accomodations: TBD

How You Will Sell More

- You don't have to change your personality or memorize abrasive sales scripts. You just follow a simple formula that makes buying the customer's idea and close the sale the natural conclusion.
- You'll enjoy using your ASSET Presentation Guidebook. You'll never get lost or forget what to say. Customers love seeing what you're saying because it helps them learn quicker and buy faster.
- 3 One secret to selling is asking, not telling. At ASSET you will learn how to ask the key questions that allow customers to sell themselves.
 - After implementing, what you learn at ASSET expect to improve your:
 - Closing Ratio: 10 Points
 - System Price: 20%
 - Leads from Referrals: 20%

Estimate Your Sales Improvement

Say your average sales price is \$6,000, closing ratio is 40% and your company generates 200 leads per year. Here's what can happen after applying the ASSET process:

		NOW	AFTER
Leads		200	240
Jobs closed		80	120
Sales price	\$	6,000	¢ 7.200
Annual sales	\$480,000		\$ 7,200 \$864,000

Master the Art of Selling Comfort

You can't master the art of selling comfort by watching YouTube. You must actively practice new skills to make them habits. The biggest "aha" moments happen during the one-on-one skills practice. You will have several opportunities to practice new skills, then receive beneficial feedback from your instructor and peers. The opportunity to practice and enhance lifelong sales skills in friendly environment is one reason so many grads return to ASSET year after year.

Catapult Referrals

According to Decision Analyst, Inc., buyers are more satisfied with their comfort system when they buy super high efficiency equipment. When you follow the ASSET process, your customers will naturally gravitate towards the best comfort and energy savings they can afford. Premium comfort is what drives 5-star reviews.

AGENDA

DAY 1

Learning No Pressure Selling®

- Setting the Appointment
- Building Trust
- Comfort Concerns List®
- Comfort Concerns List
 Skills Practice
- In-Home Comfort Survey
- Homework Review

Day 2

Designing Ideal Comfort Solution®

- Designing the Ideal Comfort Solution®
- Estimated Out-of-Pocket
- Financing
- Wheel of Value® Presentation
- Homework Review

Day 3

Eliminating Buyer's Concerns

- Eliminate Price Objections
- Make it Affordable
- Conquer Competition Concerns
- Handle Hesitation
- Following the Follow-up Process
- Homework Review

Day 4

Making New Skills Last

- Final Skills Practice
- Best Presenter
- Best Evaluator
- Best Multistage
- Best Ductless Comfort
- Planning for Success



Technician Training

Monday, April 15th - Tuesday, April 16th

8:30 AM - 4:00 PM EST Cost: \$725.00 per attendee

*Includes 2 days of training, comprehensive workbook, class materials, copyrighted tools, light breakfast, and lunch.



Instructor Chris Carlile



Who Should Attend?

Service managers, service technicians, installation managers, dispatchers, sales managers, and territory managers.

Why C.A.R.E.?

Techs are there when people with no A/C or heat are seriously thinking about comfort. The time homeowners are most anxious to solve future problems is immediately after a repair. Most people want to hear how to keep problems from happening again.

Why Technicians Resist Selling

Service technicians with math, science, and mechanical skills are in high demand. Techs must apply their knowledge of thermodynamics, psychometrics and other scientific principles to troubleshoot problems every day. Today's HVAC technicians have a lot on their plate, no wonder most resist selling. When you follow the C.A.R.E. process, you aren't selling - you're using new tools to troubleshoot problems and give customers choices.

Everyone Wins

After attending C.A.R.E. you will have the skills, tools, and confidence to consistently improve your customer's lives with ...

- Service agreements
- Duct repairs
- Accessories
- Replacement leads
- Replacement equipment

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Hotel Accomodations: Crowne Plaza Airport

It's Troubleshooting, Not Selling

Most technicians can troubleshoot and solve 90% of air conditioning problems with a ...

- Voltmeter/Amprobe®
- Gauges
- Temperature Analyzer

New Troubleshooting Tools

When you follow the C.A.R.E. process you will use these three tools to comfortably troubleshoot 90% of all questions, concerns or objections.

- Comfort Concerns List
- Wheel of Value®
- Estimated Savings Chart

THE C.A.R.E. PROCESS

CHOICE

Before replacing a fan motor on a 15year-old unit, give the customer a choice.

ASK

The best way to give choices is by asking the questions that allow customers to choose.

RECOMMEND

Customers expect you to recommend ways to solve problems you find.

ENCOURAGE

Encourage each customer to do what's best for them.

Discover how to ...

- Ask key questions
- Listen to understand
- Build buyer's desire
- Design Ideal Comfort Solution®
- Show how to give benefits buyers want
- Discuss estimated energy savings
- Make closing the sale the natural conclusion

Techs Learn by Doing

Techs become more comfortable with new test equipment the more they use it. Students will practice using the Comfort Concerns List®, Wheel of Value® and Estimated Savings Chart. You will gain new skills and confidence in a fun, relaxed and supportive atmosphere.

> Learn a sales process that is easy to follow, fun to use, and guaranteed to work.

Leave C.A.R.E. With ...

- 2 Words that make buying the customer's idea
- 2 Questions that eliminate 50% of all objections
- 3 Tools to deal with 90% of all objections
- 3 Rules for selling value instead of price
- 4 Benefits only you can provide
- 54-page Don't Sell, C.A.R.E. manual
- Career growth and new self-confidence

Set Leads or Sell Equipment?

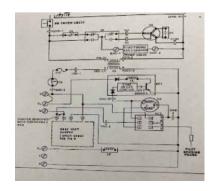
Should your techs sell replacement or set leads for a comfort consultant? That depends on your company and if you have a comfort consultant on your team. At C.A.R.E. you will learn how to set solid leads and make a customized replacement sales presentation from start to finish.

Repair or Replace?

If given the opportunity -- some customers would pay you to replace a 2-year-old entrylevel HVAC system because their home and family is not comfortable. Others will apply the \$650 for today's repair as the down payment for better comfort. Still others with working systems will gladly replace them to lower energy bills and carbon footprints. When you follow the C.A.R.E. process you will improve your customers' comfort, your company's sales and your career satisfaction.

Wiring Diagrams & Financial Statements

Instructor Ruth King



Tuesday, September 10th

9:00 AM - 3:00 PM EST

Cost: \$400.00 per attendee

Financial Statements can be like like at a Wiring Diagram for the first timeCONFUSING!

What happened the first time you looked at a wiring diagram?

- In the beginning, financial statements can be like looking at a wiring diagram for the first time....confusing.
- But, as you discover a few easy things, they start making sense....just like wiring diagrams did when you learned about them.
- If you really want to use your business as a tool rather than be a slave to your business....
- Then you have to look at, and understand, your profit and loss statement and balance sheet.

Invest six hours - you'll get what you need to do first, second, etc. to take the steps to have your business work for you rather than you work for it.

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- 1. Why financial statements will keep you in business
- 2. Why banking terms are opposite to your business terms and why you shouldn't listen to the teller at the bank
- 3. Take five minutes each morning....why and what to do
- 4. The most important thing to do every day

AGENDA

- 5. Profits are not a dirty word they are necessary for survival
- 6. Gross margins what they are and why they are dangerous
- 7. P&L Rules
- 8. Balance sheet rules
- 9. Who is doing your books?
- 10. Pricing made easy
- 11. Wrap up what to do first, second, etc.

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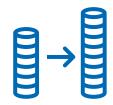
Building Profit & Wealth

Wednesday, September 11th - Thursday, September 12th

8:30 AM - 4:00 PM EST

Cost: \$695.00 per attendee

^{Instructor} Ruth King



At the end of two days:

- You should understand how to read your financial statements.
- How to analyze your financial statements.
- How to build wealth through cash and maintenance programs.

Building Profit and Wealth is two days of on-site training. Day One focuses on building profit. Day Two focuses on building wealth.

Getting and staying profitable ... and thus building wealth can be accomplished in less than 30 minutes a month. When you implement what you learn in class you can achieve greater profits, more cash flow, more wealth, and have a more solid business.

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- I. Overview of the two days building profit is on the P&L; building wealth is on the balance
- II. Pricing by the 1-Gross Margin method can put you out of business
- III. Net Profit Per Hour pricing service, maintenance, replacements
- IV. Accounting Definitions

AGENDA

- V. Balance Sheets basics VI. Profit and Loss statements
- VII. Seven Deadly Sins of Financial Statements
- VIII. Where to look for Gross Margin Inconsistencies
 - IX. Ruth's Rules
 - X. Departmentalization/Break even analysis
 - XI. Overhead Cost Per Hour
- XII. Short Term Benchmarking Financial Ratios You Must Track
- XIII. Maintenance plans the key to building long term wealth
- XIV. Long Term Benchmarking Trailing Financial Data
- XV. Your Financial Review Package (including all Excel spreadsheets)
- XVI. Weekly Cash Flow Reports
- XVII. Cash Procedures
- XVIII. Wrap up

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Hotel Accomodations: Crowne Plaza Airport

Furnace Heat Exchanger Inspection Training



September TBD, 2024

8:00 AM - 5:00 PM EST

Cost: \$1,100.00* *Not eligible for co-op

In this "hands-on" training, over 50 actual field-tested heat exchangers are brought right to the classroom for your personal inspection. Our training has the added convenience of coming direct to the location of your choosing. The heat exchangers reviewed come from actual inspections just like the ones you encounter in the field, some only 2-3 years old. You will be guided



Instructors Russell Prach & Christopher Prach

through inspections using dependable, practical techniques that were developed over a 40-year span of furnace inspections and installations. Discover how to inspect heat exchangers thoroughly and efficiently and be confident you are doing the best job possible for your customers.

- Identify cracked heat exchangers quickly and efficiently, saving time and money!
- Learn the process of walking through inspections with *your* customer in order to prove your findings
- Predetermine whether a heat exchanger will likely be defective simply by assessing the quality of the installation
- Build trust and confidence in the customer eliminating 2nd guessing and 2nd opinions
- Learn how to sell a new furnace using your findings from the inspection
- Identify wear patterns and areas prone to defects on all makes and models of furnaces
- 10 additional reasons a heat exchanger cracks regardless of furnace make or model
- Increase sales, profits, and the safety of your customers, <u>immediately</u>!



A full-color residential furnace inspection manual is the text for this seminar. This thorough overview of furnace heat exchangers can guide you through most inspections you might encounter out in the field. It also serves as an excellent textbook to those who are new to performing furnace inspections.

TBD Fort Wayne, IN

FOCUS ON FINANCING

Financing makes premium comfort more affordable

Tuesday, October 1, 2024

8:30 AM - 4:30 PM EST

Cost: \$450.00 per attendee

*Includes one day of training, comprehensive workbook, light breakfast, and lunch. Instructor Chris Carlile



AMAZING

Sell "Better Comfort" Replacements

Financing helps make comfort replacements happen. Home offices, aging population and Netflix are keeping more people indoors than ever before. When given a choice, a growing number of your customers will upgrade their family's health and comfort now, if you offer monthly payments to make it affordable.

Monthly Payment

Who Should Attend?

Owners, managers, comfort consultants, and service managers.

Why Offer Financing?

According to a National Foundation of Credit Counseling survey; Companies who don't offer a monthly payment option with every proposal could instantly eliminate more than half of all potential buyers.

- Make choosing you much easier
- Allows shoppers to be more comfortable today
- Buyers get lower energy bills for the next twenty years
- Energy savings reduces buyers monthly out-of-pocket cost
- ${\ensuremath{\cdot}}$ More customers can afford to own their Ideal Comfort Solution $\ensuremath{\mathbb{R}}$
- You get paid

Why Attend Focus on Financing?

Focus on Financing is an interactive workshop designed to increase your replacement comfort system closing ratio and price. Leave FOF with the ...

- skills to confidently offer financing to every buyer
- process of mentioning financing during every step of the sale
- knowledge to build your cost to offer financing into the price

Financing Closes Sales

Most replacements are unplanned purchases. When consumers discover better comfort costs thousands of dollars, it's not surprising to hear objections. Learn quickly and confidently to re-calculate monthly investment to help overcome

objections:

- "I can't afford it"
- "Your price is too high
- "We need to think about it"

Duncan Supply 3310 Congressional Pkwy Fort Wayne, IN 46808

NO PRESSURE SELLING

Sell the way your customers want to buy®

Wednesday, October 2 -Thursday, October 3, 2024

8:30 AM - 4:30 PM EST

Cost: \$1,100.00 per attendee

*Includes 2 days of training, comprehensive workbook and presentation manual, light breakfast, and lunch.



Instructor Chris Carlile



Amazing Opportunity

Today, a large and growing number of homeowners will pay you to improve their family's health and their home's comfort without waiting for a major component to fail.

Eliminate Your Competition

There are four vital benefits your customers want and your competition can't provide. At No Pressure Selling® you will learn to use your Wheel of Value® to document why You, Your Company, Ideal Comfort Solution® and Greatest Peace of Mind® make buying from you their best investment.

Grow Sales

According to Burger King there are 221,184 ways to order a Whopper®. Think of all the combinations of SEER, accessories, warranties, options and duct problems - much more than extra mustard hold the mayo. At No Pressure Selling® you will learn to give your customers exactly what they need to design their Ideal Comfort Solution®. Closing is easy when buying is your customer's idea.

The Most Important Decision

Sales profits are determined by your sales process. A price-focused sales process breeds ruinous competition, lower margins and negative on-line reviews from buyers who expected more than they got. After learning how to implement the No Pressure Selling® process, expect to immediately improve your closing ratio, premium sales and 5-Star reviews.

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Why No Pressure Selling®?

Almost everyone struggles with a sales process that tries to change their personalities, values or beliefs. It's also easy for people to quit using a system that requires them to memorize manipulative scripts, play games or use pressure.

Make Selling Easy

You will receive the exclusive street-ready No Pressure Selling® presentation manual. It's designed so you'll never get lost or forget what to say. Homeowners will love seeing what you are saying because it helps them learn quicker and buy faster.

Comfort Concerns List®

The Comfort Concerns List® holds the key to every sale! The information it contains helps buyers to design their Ideal Comfort Solution® and makes closing the sale their idea. Reviewing the Comfort Concerns List® when a sale is lost can tell you immediately what went wrong and how to fix it.

Management Tools

Leaderships ability to manage replacement sales improves the moment your sales team starts following the No Pressure Selling® process. Routinely reviewing the 3 steps in the No Pressure Selling® process has been proven to improve longterm sales performance.

No Pressure Selling® Manual

The workbook is designed to make learning the No Pressure Selling® process fun, easy and lasting. Page titles include:

- What Your Customers Really Want
- Building Trust
- Asking the Right Questions
- Listening is Selling[™]
- Home Comfort Survey
- Ductless Comfort Opportunities
- Wheel of Value® Presentation
- Offering Financing
- Estimated Savings
- Gaining Commitment
- Overcoming objections

Adults learn by doing

You must actively practice new skills to make them habits. You will have opportunities to use your new skills and receive beneficial feedback from your instructor and peers. You will leave with the skills, tools and confidence to help your customers improve their lives with better comfort.

Who Should Attend?

Owners, comfort consultants, technicians, sales manager, and CSRs.

AGENDA

DAY 1

The No Pressure Selling® Process

- Discover Opportunities
- Design Ideal Comfort Solution®
- Present Wheel of Value® benefits
- Provide the Greatest Peace of Mind®
- Gain Commitment

Day 2 Making New Skills Last

Students will use the Comfort Concerns List® and their Wheel of Value® to:

- Eliminate price objections
- Conquer comparison concerns
- Reduce hesitation
- Document affordability
- Enhance self-confidence

Learn how to use ...

- 2 questions that eliminate 50% of all objections
- 2 words that allow buyers to sell themselves
- 3 tools to eliminate 96% of all objections

Registration

Dealership Name: _____

Email:

_ DSC Acct #: _____

Phone: (_____) _____

Duct Design for Profit & Efficiency

March 12th - 13th (Carmel, IN)

March 25th - 28th (Indianapolis, IN)

Attendee(s): _

Payment: ____ Cash ____ Check ____ Credit Card ____ On Account (PO# ______ *Hotel Accommodations: Renaissance Indianapolis North, at \$154 per night, at Dealer's expense. How many rooms? ____ Check-in date: _____ Check-out date: _____

ASSET Sales Training

Attendee(s): _____

Don't Sell C.A.R.E. Technician Training

April 15th - 16th (Indianapolis, IN)

Attendee(s): _

Payment: ____ Cash ____ Check ____ Credit Card ____ On Account (PO# ______ *Hotel Accommodations: Crowne Plaza Airport, at \$119 per night, at Dealer's expense. How many rooms? _____ Check-in date: ______ Check-out date: ______

Wiring Diagrams & Financial Statements

September 10th (Indianapolis, IN)

September 11th - 12th (Indianapolis, IN)

Attendee(s): _

Payment: ____ Cash ____ Check ____ Credit Card ____ On Account (PO# _____

Attendee(s): _

Building Profit & Wealth

Payment: ____ Cash ____ Check ____ Credit Card ____ On Account (PO# _____

*Hotel Accommodations: Crowne Plaza Airport, at \$119 per night, at Dealer's expense. How many rooms? _____ Check-in date: _____ Check-out date: _____

	Furnace Heat Exchanger Inspection Training				September TBD (Fort Wayne, IN)		
	Attendee(s)	:					
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	Focus on	Financing				October 1st (Fort Wayne, IN)	
\smile	Attendee(s)	:					
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	No Pressu	ure Selling				October 2nd-3rd (Fort Wayne, IN)	
\cup	Attendee(s)	:					
		Payment:	_ Cash	_ Check	Credit Card	On Account (PO#) *Hotel Accommodations TBD.	
\bigcap		les Tusisins					
		les Training				October 15th - 18th (Cincinnati, OH)	
	Attendee(s)	:					
		Payment:	_ Cash	_ Check	Credit Card	On Account (PO#) _*Hotel Accommodations TBD	

Return registration to training@duncansupply.com or by fax (317) 264-6689

Cancellations must be made 24 hours prior to training date. Failure to do so may result in full charge of class.