



BUILT TO A HIGHER STANDARD<sup>®</sup>  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

# AMERICAN STANDARD BUSINESS TRAINING OPPORTUNITIES 2025



*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.



## •• Ryan Ott

*GROUNDWORK CONSULTING, LLC*

With over 25 years of industry experience, Ryan began his career in middle school, where he gained hands-on experience working with his dad to learn the trade. After earning his associate degree in business administration, he gradually began to operate the family business, acquiring the company in 2023. Since then, he has successfully expanded the company through acquisitions, growing it into a 3-division team of 40 people. Starting in 2013, he began coaching other business owners and from those coaching sessions, GroundWork Consulting was formed. As a founder, he now leads a dedicated team of expert coaches, bookkeepers, and trainers, providing classroom trainings, remote bookkeeping services and one-on-one coaching sessions to help businesses implement the necessary changes for structured growth.

## DANIELLE AUGE ••

*GROUNDWORK CONSULTING, LLC*

With over 12 years of experience, Danielle has built a career rooted in customer service which she expanded into leadership roles that company growth. Holding an associate degree in Specialized Business from Bradford University (2010), she played a key role in expanding her company into three divisions. She advanced to roles including service manager and general manager, overseeing 40 employees and managing operations across departments including office management, giving her a well-rounded perspective on business efficiency. In 2016, Danielle joined GroundWork Consulting as a trainer, bookkeeper, and business coach, leading both classroom and virtual sessions to help businesses implement strategies for growth. Her hands-on leadership and coaching expertise have helped many businesses streamline operations and achieve long-term success.



## •• 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

## 2025

MARCH  
**4-5**

### 2-DAY ADMIN ACCELERATOR

Instructor: Danielle Auge (GroundWork Consulting)

Location: Duncan Supply, Indianapolis, IN



APRIL  
**8-9**

### 2-DAY SOLUTION BASED SERVICE CALL

Instructor: Ryan Ott (GroundWork Consulting)

Location: Duncan Supply, Cincinnati, OH



MAY  
**20-23**

### ASSET SALES TRAINING

Instructor: Chris Carlile (No Pressure Selling)

Location: Duncan Supply, Fort Wayne, IN



SEPTEMBER  
**TBD**

### FURNACE HEAT EXCHANGER INSPECTION TRAINING

Instructor: Russell Prach & Christopher Prach (HEE)

Location: TBD



SEPTEMBER  
**30**

### BUSINESS PLANNING WORKSHOP

Instructor: Ryan Ott (GroundWork Consulting)

Location: Duncan Supply, Indianapolis, IN



OCTOBER  
**1**

### MASTERING THE MONTHLY PAYMENT

Instructor: Ryan Ott (GroundWork Consulting)

Location: Duncan Supply, Indianapolis, IN



NOVEMBER  
**12**

### CORNERSTONE OF CUSTOMER EXPERIENCE CSR TRAINING

Instructor: Danielle Auge (GroundWork Consulting)

Location: I Hotel & Conference Center, Champaign, IL



# 2-DAY ADMIN ACCELERATOR

**Tuesday, March 4th -  
Wednesday, March 5th**

**9:00 AM - 4:00 PM EST**

Cost: \$600.00 for the first attendee;  
\$300 each additional attendee

*\*Eligible for 50% co-op\**

**GROUNDWORK** 

Instructor  
**Danielle Auge**



Duncan Supply Company  
101 W 9th Street  
Indianapolis, IN 46204

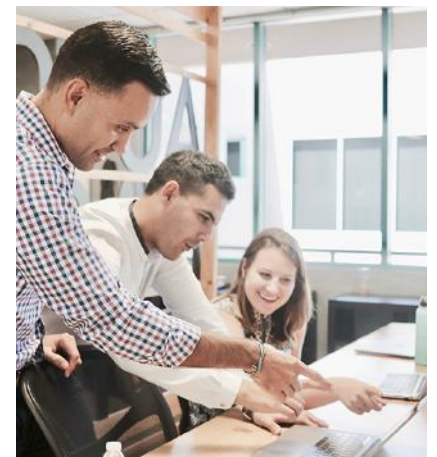
## ***Streamline Office Operations and Achieve Accurate Reporting***

### **Class Description**

This comprehensive training program starts by setting up a QuickBooks file and cleaning up any existing financial data. Participants will receive hands-on training on proper entry techniques to ensure data accuracy.

This session will take a deep-dive into office and payroll management, month-end processes, and analyzing financial data. You'll gain insights into effectively managing your office operations, optimizing payroll processes, and navigating month-end procedures with ease.

You'll not only streamline your administrative tasks but also achieve accurate and reliable financial reports. Empower your team with the knowledge and expertise needed to efficiently manage your office, strengthen financial control, and drive the success of your business.



### **Who Should Attend?**

Owners  
Managers  
Bookkeepers  
Office Administrators



#### **KNOW YOUR NUMBERS**

Understanding the essentials of accounting and bookkeeping in Quickbooks



#### **EFFECTIVE ENTRY**

Making sure everything entered is categorized correctly



#### **EFFECTIVE REPORTING**

Understanding and automating the 3 key reports every business should be reviewing regularly

# 2-DAY SOLUTION BASED SERVICE CALL

**Tuesday, April 8th -  
Wednesday, April 9th**

**9:00 AM - 4:00 PM EST**

Cost: \$600.00 for the first attendee;  
\$300 each additional attendee

*\*Eligible for 50% co-op\**

**GROUNDWORK** 

Instructor  
**Ryan Ott**



Duncan Supply Company  
7753 Union Centre Blvd, Ste 100  
West Chester, OH 45011

## *Helping Technicians Solve Problems Without Pushing Sales*

### **Class Description**

Most technicians know there is a huge difference between a service tech offering needed options and a sales "tech" pushing something unnecessary to close a sale.

If you read Google reviews for service calls, most of your happiest customers almost always talk about how their technician made them feel. Generating 5 Star reviews begins with technicians being credible, likable and professional. For technicians, your likability can determine your longevity in this industry.

The best service technicians in the industry figure out what's broke, why it broke, and what's going to break next.

This course takes a step-by-step approach to help technicians of all skill levels and personality types confidently have comfortable, solutions based conversations with homeowners.

### **SET THE EXPERIENCE AGENDA**

An ideal service experience starts long before a technician ever knocks on the door. The solution based service call starts with dispatchers setting technicians up for success by setting the experience agenda for the call.

### **DELIVER ON THE EXPERIENCE EXPECTATION**

Participants will develop a customized, hands-on, step-by-step visual approach to help technicians of all skill levels confidently have solution based conversations for the most common repairs.

### **SOLVING PROBLEMS NOT PUSHING SALES**

Very few technicians enjoy the thought of being a "pushy sales person". The solution based service call politely uncovers potential issues before they become problems and puts the customer in control of next steps.

### **Who Should Attend?**

Technicians

Owners

Managers

# ASSET

American Standard Sales  
Enhancement Training

**Tuesday, May 20th -  
Wednesday, May 23rd**

**8:30 AM - 4:00 PM EST**

**Cost: \$2,695.00 per attendee**

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

*\*Eligible for 50% co-op\**

Instructor  
**Chris Carlile**



Duncan Supply Company  
3310 Congressional Pkwy  
Fort Wayne, IN 46808

## 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?

## Gain Life-long Skills

Whether you are just starting out or are a seasoned comfort consultant, your sales, self-confidence, and commission checks will improve when you apply the skills you will learn and practice at ASSET.



## How You Will Sell More

- 1 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.
- 2 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.
- 4 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  | <u>\$ 6,000</u>  | <u>\$ 7,200</u>  |
| Annual sales | <b>\$480,000</b> | <b>\$864,000</b> |

## 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

# Furnace Heat Exchanger Inspection Training

September TBD 2025

8:00 AM - 5:00 PM EST

Cost: \$1,100.00 per attendee

*\*Not eligible for co-op\**



8 NATE CEC'S

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 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.

Instructors

Russell Prach &  
Christopher Prach

- ✓ 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, *immediately!*



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.

Location TBD



# 1-DAY BUSINESS PLANNING WORKSHOP

**Tuesday, September 30th**

**9:00 AM - 4:00 PM EST**

Cost: \$450\* per attendee

*\*\$350 per attendee IF you attend Mastering the Monthly Payment on October 1st as well*

*\*Eligible for 50% co-op\**

**GROUNDWORK** 

Instructor  
**Ryan Ott**



Duncan Supply Company  
101 W 9th Street  
Indianapolis, IN 46204

## ***Master a Proven Process to Drive Your Long-Term Success***

### **Class Description**

In this immersive and interactive workshop, you'll learn proven strategies and techniques to take your business to new heights.

Our expert facilitators will guide you through the essentials of developing a comprehensive business plan tailored specifically for your company. From market analysis and financial projection to marketing and operation strategies, you'll gain invaluable insights to drive growth and profitability.

This workshop is designed for business owners, managers, and anyone on your team looking to enhance their business acumen. You'll be able to network with industry peers and gain practical knowledge that will set you apart in our increasingly competitive market.



### **UNDERSTAND THE PRESENT**

Analyze the current company and identify opportunities for growth.



### **CREATE A FUTURE VISION**

Develop a clearly defined, compelling vision that motivates the entire team, defines the company's purpose, and establishes a strong culture.



### **LEAVE WITH A PLAN**

Setting SMART individual and team goals, identifying necessary resources, and establishing performance metrics to ensure accountability.

### **Who Should Attend?**

Owners

Spouses

Managers

# 1-DAY MASTERING THE MONTHLY PAYMENT

**Wednesday, October 1st**

**9:00 AM - 4:00 PM EST**

Cost: \$450\* per attendee

*\*\$350 per attendee IF you attend the Business  
Planning Workshop on September 30th as well*

*\*Eligible for 50% co-op\**

**GROUNDWORK** 

Instructor  
**Ryan Ott**



Duncan Supply Company  
101 W 9th Street  
Indianapolis, IN 46204

## Class Description

As interest rates and inflation continue to rise, homeowners are more uncertain about the future and less willing to part with their hard earned money for systems that cost more than double what they did just a few years ago.

A recent Bankrate.com survey discovered that 57% of U.S. adults are unable to afford a \$1,000 emergency expense, and 35% carry credit card debt from month to month.

The changing economy and consumer uncertainty have slowed things down in some markets. As business slows, competitors are targeting our customers again. Helping today's customers with affordability is more important than ever.

In this immersive and interactive workshop, participants will learn proven strategies, techniques, and best practices from the field Master the Monthly Payment.

### ✓ **KNOW THE NUMBERS**

Financing is not "one size fits all". Our facilitators will take the time to help you select the best programs for your market, effectively build them into your business, and confidently offer the right options at the kitchen table.

### ✓ **ELIMINATE THE POTENTIAL BARRIERS**

This course takes a hands on approach to every aspect of offering monthly payments from getting signed up, using portals, and ensuring timely payments post sale.

### ✓ **LEAVE WITH AN IMPLEMENTATION PLAN**

Develop a clearly defined, implementation roadmap for confidently offering monthly payments consistently and key metrics for maximizing profitability long-term as your business grows.

***Unlock the Power of  
Offering Monthly  
Payments***

**Who Should  
Attend?**

Owners

Managers

# 1-DAY CORNERSTONE OF CUSTOMER EXPERIENCE (CSR)

**Wednesday, November 12th**

**9:00 AM - 4:00 PM CST**

Cost: \$600.00 for the first attendee;  
\$300 each additional attendee

*\*Eligible for 50% co-op\**

**GROUNDWORK** 

Instructor  
**Ryan Ott**



I Hotel & Illinois Conference Center  
Graduate Boardroom  
1900 South First Street  
Champaign, IL 61820

## ***Helping CSRs Confidently Set the Experience Agenda***

### **Class Description**

Today's customers expect someone who is knowledgeable, empathetic, and capable of delivering an immediate solution to their problems. Unfortunately, most HVAC companies pour money into getting the phone to ring, but invest almost nothing at all developing the people who answer the call.

This fast paced class offers a hands-on approach, with interactive sessions, and immediately implementable resources to exceed customer experience expectations before, during, and after every appointment.

Participants will leave this class with a deeper understanding how vital they are to the company and properly equipped to deliver a review worthy customer experience by handling any call from routine questions to complex problems and unhappy customers.



#### **DETERMINE YOUR DAY**

Participants will leave with customized daily and weekly agendas to calm the chaos and increase customer satisfaction.



#### **STRATEGIC SCHEDULING**

Develop a plan for keeping techs and customers consistently happy by getting the right technician to the right customer based on technician capabilities, workloads, and travel time.



#### **SETTING THE EXPERIENCE AGENDA**

Confidently set the customer experience expectations for any type of call. Making it easier for customers to say "yes" and setting your techs, consultants, and installers up for success while driving reviews and referrals.

### **Who Should Attend?**

Owners

Office Admins

CSRs

Dispatchers



# Registration

Dealership Name: \_\_\_\_\_ DSC Cust ID #: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

NUMBER  
ATTENDING



**2-Day Admin Accelerator**

March 4th-5th (Indianapolis, IN)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**2-Day Solution Based Service Call**

April 8th-9th (Cincinnati, OH)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**ASSET Sales Training**

May 20th-23rd (Fort Wayne, IN)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**Furnace Heat Exchanger Inspection Training** **\*\*SAVE MY SEAT\*\*** September TBD (Location TBD)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**1-Day Business Planning Workshop**

September 30th (Indianapolis, IN)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**1-Day Mastering the Monthly Payment**

October 1st (Indianapolis, IN)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)



**1-Day Cornerstone of Customer Experience CSR Training**

November 12th (Champaign, IL)

Attendee(s): \_\_\_\_\_

Payment: \_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card \_\_\_ On Account (PO# \_\_\_\_\_)

If you need assistance finding local hotel accommodations, please email [training@dunansupply.com](mailto:training@dunansupply.com).

Return registration to [training@dunansupply.com](mailto:training@dunansupply.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.*