



SINCE 1936

BUILT TO A HIGHER STANDARD®

*American Standard*®

HEATING & AIR CONDITIONING

# AMERICAN STANDARD BUSINESS TRAINING OPPORTUNITIES 2026



*American Standard Dealers Only*

Updated 02.06.2026

# About the Trainers

## ROBERT CRAWFORD • •

*GROUNDWORK CONSULTING, LLC*

Robert has 42 years of experience in the HVAC industry, including 40 years in distribution and two years as a general manager for multi-trade contracting organizations. Throughout his career, he has demonstrated sustained excellence in performance and industry leadership, with deep expertise in HVAC system design and solutions, sales leadership, customer relationship management, business financials, financing, sales processes, and associate engagement. His achievements include receiving the Trane Top 10 Award for five consecutive years and earning the American Standard Pinnacle Award seven times through Ferguson Enterprises, recognizing outstanding sales performance and market share growth.



## • • 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.

## **ALEX MEANEY • •**

*MEAN HVAC*

Alex Meaney found his way into the HVAC industry in 2003 through Wrightsoft, almost by accident. The short version: a temp agency nudged him into an interview, but one conversation with Bill Wright, Wrightsoft's founder and namesake, was enough to hook him for good. Since then, Alex has been on a continuous journey to learn everything he can about the HVAC industry, with a particular passion for proper system design. He was trained by some of the sharpest minds in the field, Wrightsoft's engineers and the contractors who relied on the software every day. Over nearly 20 years, Alex fielded every unusual, challenging, and "out-of-left-field" question users could throw his way, tracking down answers and building strong relationships with the experts who knew them best. He genuinely loves what he does and the people he works with, and he is truly looking forward to working with you.



## • • **CHUCK ANTHONY**

*NO PRESSURE SELLING*

Chuck Anthony grew up on a small farm in a family deeply rooted in the trades, electricians, machinists, and ironworkers, where exposure to the HVAC industry began early through his father's close friendship with an air conditioning dealer.

As a Territory Manager, Chuck earned Top 10 Performance Awards from two different manufacturers by helping contractors adopt systematic, repeatable processes across their businesses. With experience spanning manufacturing, distribution, and the dealer landscape, he has dedicated his career to developing and elevating generations of HVAC professionals. Chuck's teaching and mentorship stand out for their blend of sales expertise, business acumen, and unwavering commitment to comfort advisor and dealer success. Throughout his career, he has been widely recognized as a "mentor-first" professional, someone who genuinely cares about the growth, confidence, and long-term success of the people he works with. In every No Pressure Selling class, Chuck creates a supportive, engaging learning environment that helps students overcome fear, sharpen existing skills, and build new ones they can immediately apply in the field.

# 2026 MEETINGS

## SPRING DEALER MEETINGS

### **TUESDAY, MARCH 17TH**

Time: 10:00 AM - 3:00 PM

Location: Duncan Supply, Cincinnati, OH

### **WEDNESDAY, MARCH 18TH**

Time: 8:30 AM - 1:30 PM

Location: Embassy Suites Conference Center, Plainfield, IN

### **WEDNESDAY, MARCH 18TH**

Time: 3:30 PM - 8:30 PM Central

Location: iHotel & Conference Center, Champaign, IL

### **THURSDAY, MARCH 19TH**

Time: 8:30 AM - 1:30 PM

Location: Duncan Supply, Fort Wayne, IN

### **THURSDAY, MARCH 19TH**

Time: 3:30 PM - 8:30 PM

Location: Duncan Supply, Mishawaka, IN

# SAVE THE DATE

## FALL DEALER MEETING

### **WEDNESDAY, NOVEMBER 4TH & THURSDAY, NOVEMBER 5TH**

Time: TBD

Location: Renaissance Indianapolis North Hotel, Carmel, IN

# CALENDAR

## 2026

MARCH  
**24-25**

### 2-DAY PROFITABLE PRICING & COMPETITIVE COMPENSATION

Instructor: Robert Crawford (GroundWork Consulting)  
Location: Duncan Supply, Indianapolis, IN



APRIL  
**13-14**

### 2-DAY BASIC HVAC DESIGN WITH WRIGHTSOFT

Instructor: Alex Meaney (Mean HVAC)  
Location: iHotel & Convention Center, Champaign, IL



APRIL  
**15-16**

### 2-DAY BASIC HVAC DESIGN WITH WRIGHTSOFT

Instructor: Alex Meaney (Mean HVAC)  
Location: Duncan Supply, Cincinnati, OH



APRIL  
**21-24**

### 4-DAY ASSET SALES TRAINING

Instructor: Chuck Anthony (No Pressure Selling)  
Location: Duncan Supply, Indianapolis, IN



AUGUST  
**TBD**

### FURNACE HEAT EXCHANGER INSPECTION TRAINING

Instructor: Russell Prach & Christopher Prach (HEE)  
Location: Kokomo, IN



SEPTEMBER  
**9**

### CORNERSTONE OF CUSTOMER EXPERIENCE (CSR)

Instructor: Danielle Auge (GroundWork Consulting)  
Location: Duncan Supply, Indianapolis, IN



SEPTEMBER  
**10**

### PLANNING YOUR PMA PROGRAM

Instructor: Danielle Auge (GroundWork Consulting)  
Location: Duncan Supply, Indianapolis, IN



SEPTEMBER  
**29-30**

### 2-DAY SOLUTIONS-BASED SERVICE CALL

Instructor: Ryan Ott (GroundWork Consulting)  
Location: Duncan Supply, Indianapolis, IN



OCTOBER  
**1-2**

### 2-DAY SOLUTIONS-BASED SERVICE CALL

Instructor: Ryan Ott (GroundWork Consulting)  
Location: Oakwood Resort, Syracuse, IN



OCTOBER  
**28-29**

### 2-DAY STRATEGIES THAT SELL DUCTLESS COMFORT

Instructor: Chuck Anthony (No Pressure Selling)  
Location: Kokomo Convention Center, Kokomo, IN





# 2-Day Profitable Pricing & Competitive Compensation

**Tuesday, March 24th &  
Wednesday, March 25th**

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

Cost: \$995.00 per attendee

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

**GROUNDWORK** 

Instructor

**Robert Crawford**



Duncan Supply Company

101 W 9th Street

Indianapolis, IN 46204

## ***Pricing, compensation, and success strategies for growth***

### **Class Description**

As prices continue rising and the labor pool continues shrinking proper pricing and compensation are even more critical components of business success. This session will deliver invaluable insights and proven strategies to maximize profits, eliminate competitors, and elevate employee engagement.

Discover effective pricing techniques to cover costs, stand out in the market, and attract loyal customers. Learn how to design compensation structures that motivate your team and align with business objectives, fostering performance and satisfaction.

We'll focus on achieving financial stability by mastering pricing strategies for sustainable growth, optimizing profitability, and cultivating a highly motivated team that drives success.

#### **KNOW YOUR NUMBERS**

Understanding revenue, COGS, Gross Profit, & New profit and their impact on proper pricing

#### **KNOW YOUR PEOPLE**

Recruiting, compensating, and retaining the right employees

#### **PRICE FOR PROFITABILITY**

Leave with an implementation plan for pricing install, service, and maintenance with the margins required to hire and retain the best employees

### **Who Should Attend?**

Owners

Managers

# 2-Day Basic HVAC Design with Wrightsoft

**Monday, April 13th &  
Tuesday, April 14th**

**iHotel & Convention Center Champaign**  
1900 S 1st St, Champaign, IL 61820

**Wednesday, April 15th &  
Thursday, April 16th**

**Duncan Supply Cincinnati**  
7753 Union Centre Blvd, Suite 100, West Chester, OH 45011

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

**Cost: \$750.00 per attendee**

Instructor  
**Alex Meaney**



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## Topics we'll dive into include:

- How to set up templates and libraries for a faster, smarter workflow
- Clever techniques for identifying insulation values in the field (no x-ray vision required!)
- Using PDF and CAD import tools to quickly and accurately trace plans
- Time-saving tips and shortcuts to streamline your drawing process
- Best practices for designing multi-story and multi-system layouts
- Why AHRI performance data falls short for cooling system selection
- Leveraging RSU's automated Manual S—and how to apply manufacturer data to achieve the same results
- Understanding why Manual D feels backwards... and why it actually works
- Designing both trunk-and-branch and flex duct systems with confidence
- Practical strategies for keeping duct sizes efficient and under control



Perfect for  
both beginner  
and advanced  
level techs

# ASSET Sales Training

American Standard Sales  
Enhancement Training

**Tuesday, April 21st -  
Friday, April 24th**

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

**Cost: \$2,195.00 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  
**Chuck Anthony**



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

## 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	\$480,000	\$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

# Furnace Heat Exchanger Inspection Training

August TBD

8:00 AM - 5:00 PM EST

Cost: \$1,250.00 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.

Tentative Location  
Kokomo, IN

# Cornerstone of Customer Experience Training (CSR)

**Wednesday, September 9th**

**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  
**Danielle Auge**



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

## *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

# Planning Your PMA Program

Thursday, September 10, 2026

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

Danielle Auge



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

## *Establish a reliable and consistent revenue and referral system*

### Class Description

Most business owners understand offering planned maintenance to customers delivers recurring income and repeat customers. PMA's are essential to the overall financial health of the business, but few businesses make them a priority.

This class offers a hands-on approach, with interactive sessions, case studies, real-world examples and tactical resources. Participants will have the opportunity to develop and fine-tune every component of their own planned maintenance program.

Break down barriers to implementation using cost-effective strategies, efficient scheduling techniques, and customer retention tactics to drive revenue, enhance customer satisfaction, and consistently grow your planned maintenance program.



### **KNOW YOUR NUMBERS**

Understanding what's included in your program and current capacity for PMAs



### **PROGRAMS & PROCEDURES**

Put together a plan for marketing the program and procedures to ensure a consistent customer experience



### **MAKE IT A TEAM EFFORT**

Create a culture of planned maintenance by getting everyone on the team involved in the success and long-term benefits of the program

### **Who Should Attend?**

Owners

Service Managers

Office Admins

# 2-Day Solutions-Based Service Call

1st class: **Tuesday September 29th & Wednesday September 30th**

2nd class: **Thursday, October 1st & Friday, October 2nd**

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

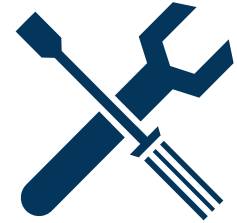
Cost: \$995 per attendee

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

**GROUNDWORK** 

Instructor

**Ryan Ott**



Sept. 29th & 30th: Duncan Supply  
101 W 9th Street, Indianapolis, IN 46204

Oct. 1st & 2nd: Oakwood Resort  
702 E Lake View Rd, Syracuse, IN 46567

## *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



# Strategies That Sell Ductless Comfort

Learn to Sell the Ultimate Comfort

**Wednesday, October 28th -  
Thursday, October 29th**

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

**Cost: \$1,095.00 per attendee**

*\*Includes 2-day program, comprehensive workbook and presentation manual, light breakfast and lunch.*

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

Instructor  
**Chuck Anthony**



Kokomo Conference Center  
121 E Superior St, Kokomo, IN 46901

SELLING IS EASY  
WHEN BUYING IS  
THE CUSTOMER'S  
IDEA.

## Who Should Attend?

Owners, comfort consultants, technicians, sales managers, CSRs, and territory managers.

## Create Year-Round Work

Learn how to stay busy year-round installing Mitsubishi Ductless comfort for people who know and trust you. Unapplied labor goes down; profit goes up and attracting great technicians gets easier. Gross profit becomes net profit when overhead remains constant.

## Design Affordable-Luxury Comfort Zones

Comfort zones allow everyone to sleep in their bedroom at "their" ideal temperature. Indoor air quality improves because there is no cross-contamination between zones like ducted systems. Receive tools to design each buyer's ideal Comfort Solution.

## Sell Superior Energy Savings

**"Going from 15 SEER to 30 SEER cuts A/C cost in half!"**

75% of HVAC operating hours are below 70% load. As the load decreases, so does the speed of the fans and compressor. Learn how the reduction in air and refrigerant flow reduces energy consumption by the cube of speed. If it costs \$1 to run at 100%, it would cost about 20 cents at 50%.

## Lower Customers' Carbon Footprint

You will learn the best way to communicate the "green" benefits Mitsubishi Ductless comfort offers. The lower the power bill, the less carbon in the atmosphere. No duct loss with ductless comfort. Refrigerant won't harm the ozone layer. 83% of the system is recyclable.

## Solve "Unsolvable" Comfort Problems

A large number of commercial facilities have comfort problems that can be best solved with Mitsubishi ductless comfort. Learn how to find, document, and solve problems that couldn't be solved with the existing ducted system.



## Increase People Productivity

Comfortable people are more productive. Learn how to lost people productivity, and then show dollars and cents improvement after installing Mitsubishi ductless comfort. You'll discover how to use productivity gain to produce eye-popping ROIs, which help you close more sales.

You will receive the exclusive kitchen-table 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.

## Key to Every Sale

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

## 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
- The No Pressure Selling® Process
- Building Trust
- Asking the Right Questions
- The Comfort Concerns List®
- Listening to Selling™
- Home Comfort Survey
- Benefits of Mitsubishi Ductless Comfort
- Wheel of Value® Presentation
- Offering Financing
- Estimated Savings
- Proposal and Agreement
- Overcoming objections

## Adults Learning by Doing

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

*SELL THE WAY  
YOUR CUSTOMERS  
WANT TO BUY®*

## AGENDA

### DAY 1

#### Ductless Comfort Sales Strategies

- Create year-round work
- Design affordable comfort zones
- Sell superior energy savings
- Lower customer's carbon footprint
- Add home value
- Discover opportunities
- Increase people productivity
- Solve unsolvable problems
- Design Ideal Comfort Solution®
- Present Wheel of Value®
- Provide Greatest Peach of Mind®

### DAY 2

#### No Pressure Selling® Process

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

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

# Registration

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

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

NUMBER  
ATTENDING



## 2-Day Profitable Pricing

March 24th-25th (Indianapolis, IN)

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

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

*Cost: \$995.00 per attendee*



## 2-Day Basic HVAC Design with WrightSoft

April 13th-14th (Champaign, IL)

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

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

*Cost: \$750.00 per attendee*



## 2-Day Basic HVAC Design with WrightSoft

April 15th-16th (Cincinnati, OH)

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

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

*Cost: \$750.00 per attendee*



## 4-Day ASSET Sales Training

April 21-April 24 (Indianapolis, IN)

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

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

*Cost: \$2,195.00 per attendee*



## Furnace Heat Exchanger Inspection Training

\*\*\* SAVE MY SEAT \*\*\*

August TBD (Kokomo, IN)

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

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

*Cost: \$1,250.00 per attendee \*Not eligible for co-op\*\**

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

# Registration cont.

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

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

NUMBER  
ATTENDING



## Cornerstone of Customer Service Experience

September 9th (Indianapolis, IN)

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

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

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



## Planning Your PMA Program

September 10th (Indianapolis, IN)

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

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

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



## 2-Day Solution Based Service Call

September 29th & 30th (Indianapolis, IN)

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

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

*Cost: \$995.00 per attendee*



## 2-Day Solution Based Service Call

October 1st & 2nd (Syracuse, IN)

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

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

*Cost: \$995.00 per attendee*



## 2-Day Strategies that Sell Ductless Comfort

October 28th & 29th (Kokomo, IN)

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

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

*Cost: \$1,095.00 per attendee \*Not eligible for co-op\**

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