

DOMINATE DUCTLESS®

DUNCAN
Supply Company, Inc.

SINCE 1936

90th Anniversary

What You Will Learn:

MODULE 1: Video Marketing That Actually Works

✓ Create videos that get customers calling • ✓ Turn 1 video into 15 pieces of content • ✓ AI tools for targeting ready buyers

MODULE 2: Converting Leads to Loyal Customers

✓ Lightning-fast response systems • ✓ Customer journey optimization • ✓ Communication scripts that sell

MODULE 3: Transform Your Sales Process

✓ 7-step consultative sales system • ✓ AI note-taking integration • ✓ Higher close rates guaranteed

MODULE 4: Build Real Wealth Through Margins

✓ True labor cost calculations • ✓ Strategic pricing strategies • ✓ Job profitability analysis

Who Is this Class Intended For:

HVAC Owners • Heat Pump Installing Companies • Sales Professionals • Service Managers • Marketing Teams •

What You Will Leave With:

✓ 30-Day Content Calendar • ✓ Video Script Templates • ✓ Equipment Guides ✓ ROI Tracking Tools • ✓ Sales Worksheets • ✓ Price Book Templates
✓ Communication Scripts • ✓ Follow-up Sequences • ✓ AI Implementation Guides

Questions: Chris Bower

Email: ChrisBower@DuncanSupply.com

Phone: 317-264-2922 (direct)

Learn from the contractor who's been there, done that, and achieved remarkable results



Mike Cappuccio Industry Expert & Business Growth Specialist

From \$20K to \$15 Million in Annual Sales

With over three decades of hands-on experience, Mike Cappuccio built N.E.T.R. Inc. from the ground up and transformed it into a ductless heating and cooling powerhouse. Starting with heat pump split systems in 2002, he grew his ductless division from just \$20,000 in annual sales to an impressive \$15+ million.



Time

8.00 am - 5:00 pm
Lunch to be provided



January 27, 2027

Duncan Supply Cincinnati

7553 Union Centre Blvd, Suite 100
West Chester, OH 45011



\$1250.00 per attendee

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