

# TOP GUN SALES EXCELLENCE

## ANNUAL TRAINING FOR RETAIL SALES PROFESSIONALS

**October 15-16, 2024**

8:30 a.m. - 5:00 p.m both days

Holiday Inn | 1717 Airport Exchange Blvd | Erlanger, KY 41018

Class fee is \$1,900 per person\*

**CORKEN  
STEEL PRODUCTS**

Since 1955



Driving Profit & Growth



### ABOUT THE TRAINER: **SHAUN WEISS**

**Shaun Weiss** has nearly 20 years of experience in the HVAC and Plumbing industry spanning several operational, management, and sales roles. He has successfully managed staff sizes of 40 employees and more; turned failing, unprofitable departments into profit centers; grown profitable business relationships, and created a sales and customer-service culture.

Sponsored by

**TEMPSTAR**<sup>®</sup>  
Heating and Cooling Products

## CLASS DESCRIPTION

BDR's Top Gun Sales Excellence gives retail sales professionals and owners a fresh look at a proven sales process based on educating the customer – not high-pressure tactics.

Learn how to offer choices in equipment, accessories, and financing while positioning yourself as the right choice for the consumer. This interactive, energetic session is a detailed, step-by-step workshop explaining the entire BDR sales process, from the incoming call to the closing sale and, ultimately, referral generation.

## CLASS OUTLINE

1. How to increase closing ratios and raise average sales.
2. The process of building a proposal with four options and tiered financing.
3. Best practices for communication and setting expectations with customers.
4. How to achieve your sales goals and gain positive referrals for future leads.

## WHO SHOULD ATTEND?

Owners  
Sales Managers  
Sales Professionals

### CEUs

Approved for 16 factory hours for Elite dealers.

Class certified for NATE CEUs.



\* Corken Steel offers the following payment options for this course:

- Six-month payment plan
- Marketing co-op funds may be used, based on availability.
- **Moneyback Guarantee:** If you are not fully satisfied after six months, you will receive a full refund.

### To Make Your Reservation:

Contact Jeanean Vincent at 859-815-1253  
or [jvincent@corkensteel.com](mailto:jvincent@corkensteel.com)