



## LEAP Fall 2018 Spends a Week at Lynn Haven

### September 24 – 28: Light Commercial Focus in Lynn Haven, FL

This session we moved the Light Commercial training from our Clarksville facility to Lynn Haven. The territory managers were able to see Precedent units all the way through the manufacturing process. One of our TMs got to see a specific unit being built for one of his dealers while he was there!



Please forgive the closed eyes, they were looking right into the beautiful Florida sunshine ☀️

No photo shoot is complete without a Tim Farmer selfie!!

The territory managers from Trane District Offices began their week with an introduction to the Sales Force Automation tool facilitated by Bryna Lutz, Distribution Development Manager for Residential HVAC and Supply. Then Bryna met with the entire group from the Trane IWD channel, American Standard Channel and Trane DO channel to talk about ROI and Business Case Analysis. That same day Jason Lewis, Regional Manager for American Standard and Trane introduced them to territory analysis. (That was just Monday's agenda!)

Tuesday began with a tour of the plant followed by Light Commercial product training led by Greg Walters, Product Performance Specialist and Mark Bell, Product Manager.



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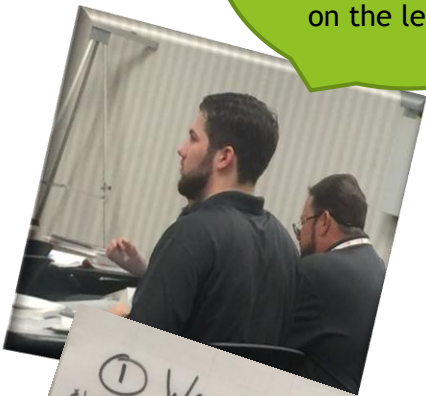
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Tyler Ellis,  
Shearer Supply  
and Mike Nordel,  
GA Larson focus  
on the learning

Matt Rister,  
Sandler Sales  
Training



A-Team  
 Distribution  
 Contractors are frustrated due to inventory shortages impacting their ability schedule jobs  
 2) Product  
 Contractors are frustrated w/ the amount they're on callbacks.



MAKIN' IT HAPPEN!  
 1- Are you ever uncertain about ontime deliveries?  
 2- How have you been concerned about equipment availability?  
 3- How has your interaction been disappointing from your counter sales?

① We offer Commercial inventory in stock which allows for immediate changeouts When you have a Key Customer Without Comfort.  
 ② We eliminate quality issues and call backs. American Standard has been ranked Most reliable in Consumer Reports for over a decade.  
 ③ We have a solution for your customer's cash-flow issues by Commercial leasing by Wells Fargo F...

1. Disappointed with the reliability/quality of their current equipment!  
 2. Frustrated with the lack of response from their TM/support team.  
 3. Concerned about amount of equipment

1. Concerned w/ the amount of call backs due to quality  
 2. Frustrated w/ lost opportunities due to product availability  
 3. Annoyed w/ current vendor response time  
 4. Disappointed in the ability to schedule delivery of equipment and crane

When were in this market place talking w/ contractors some of the things we hear -  
 ① - Frustrated Equipment D AND How THAT EFF INSTALL Schedule!  
 ② - Disappointed with OF INFORMATION with Regards to Delivery  
 ③ - UNCERTAIN THAT CURRENT TM HAS THE COMPANIES BEST INTERESTS

Contractors - Frustrated w/ labor shortage Annoyed at having to purchase Parts & Equip from multiple suppliers  
 Contractors - Frustrated with Price  
 Contractors - Concerned about timely equip delivery  
 Contractors - Afraid they will lose jobs to compet.  
 Contractors - Annoyed with Parts warranty process

When it is time for Sandler Sales training, you never know what you might do. It could be a role play, a game, a story or it might be coming up with scenarios that you have to address in your homework assignment!

Also, no Light Commercial training is complete without Chris Carlile of No Pressure Selling teaching you all about Business to Business sales (B2B). What did we learn??? It is all about cash flow not air flow!

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Raise your hand if you have learned things you can implement immediately!



Of course, we always make time for some team building. This week it was dinner on the beach at Sharky's



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James Zobriski (Northeastern Supply), Brian Sanford (Virginia DO) and Andrew Martinez (GA Larson)



Billy Barnes (Team Air), Zachary Baskin (Windsor Winair), James Zobriski (Northeastern Supply), Mike Lang (Windsor Winair) and Tim Farmer (SBU Sales Excellence Coach, IR)



Mike Lang (Windsor Winair) and Brent Knoke (Charlotte DO)



Tim Farmer (SBU Sales Excellence Coach, IR) and Tyler Ellis (Shearer Supply)



Chris Girard (EMCO)



Harris Georgia (Georgia DO), Branden Cannone (North Florida DO) and Carson Mason (Atlanta DO)



Matt Alexander (Woodson and Bozeman), Carrie Crossover (Team Air) and Billy Barnes (Team Air)



Corey Alder (Gensco) and Brian O'Connor (VP Supply)