

## Home & Duct Performance Boot Camp Training

San Antonio, TX February 22-26, 2010  
Chicago, IL March 22-26, 2010



### **CI Marketing System Implementation and Sales Tips**

Monday- CITR-A

This one day class is on implementing CI Member Sales & Marketing Systems to their full potential.

Recommended for all CI Member Company Staff Members involved in the marketing or sales of Home & Duct Performance Testing: owners, salespeople, technicians and CSRs.

You will learn:

- The many opportunities to fit Testing into your day to day HVAC business
- What to charge for testing in many different situations
- How Techs can sell testing on service calls using Comfort and IAQ Survey Cards
- How to create curiosity about testing on the phone for replacement equipment and duct cleaning callers
- Pre-selling techniques using mail, email and phone follow up
- How to set up and use CI Streaming Videos on your Web Site
- How to sell testing at Home Shows
- How to request referrals and get permission to market testing to neighbors
- How to perform pre-testing interview
- Sales tips for telling the smoke story
- Basic closing and objection handling techniques

### **Home and Duct Performance Boot Camp**

Tuesday- Friday 2 pm CITR-B

This three and a half day class teaches the fundamentals of home & duct performance diagnostics and repair.

It provides a solid introduction for all HVAC personnel on the "beyond the box" causes of:

- hot and cold spots,
- excess dust,
- moisture & mold,
- Carbon Monoxide, and
- high utility bills.

**You'll learn how to:**

- test & diagnose for duct leakage, static pressure and low airflow
- how to interpret and use the test results
- the implications of low or high total airflow
- all the possible duct renovation solutions to leakage, low air flow, poor air distribution
- the basics of duct design, with common mistakes to avoid
- the truth about common myths and misconceptions about airflow, static pressure and air balancing accuracy
- diagnose and solve pressure imbalances caused by duct leakage, door closure, PAV's
- how to identify and fix common big thermal envelope problems, including leaky recessed can lights and pull down stairs
- understand the impacts of high or low infiltration rates

### **To Register:**

Call us at **(800) 933-5656** between 8:00 am and 4:00 pm Pacific time to register over the phone.

Or, fax a note to us with the names of attendees and your contact info. Fax to (360) 671-0947. We will contact you if any fees apply. You will be provided with tips for choosing a hotel near the school location with your confirmation.

**Even if no charge, you must pre-register to get a training manual!**

709 W. Orchard Drive Suite 5,  
Bellingham, WA 98225

### **Fees:**

**FREE** to CI Members

CITR-A is restricted to CI members only

Older CI Diagnostic Package customers may attend CITR-B for \$1050

Normal list price: \$1575 for CITR-B