

506: Service Tech In-Home Lead Generation Techniques

In the time it took you to read this, you could've generated a lead worth \$3,000 - \$5,000 or, more...but many times, you aren't trained in how to do so. Stop walking away from money-making opportunities! This course is designed exclusively for you, the service technician; you'll leave with the knowledge and confidence needed to solve problems for homeowners.

Why You Should Attend

This class has been created for, and dedicated to Service Technicians. This class is NOT designed to teach Service Technicians how to sell - but it IS designed to teach them how to generate more leads. Each and every day in the field, techs hear issues from homeowners that they cannot solve. This class will provide service techs with the knowledge they need to address and solve EVERY problem they hear. Service technicians will leave this class with the confidence and understanding necessary to proactively troubleshoot, offer solutions and provide information to homeowners and prevent call-backs.

What You Will Learn

- Overview of home performance and how to solve customers' problems.
- How duct & thermal envelope issues are often the true cause of customer comfort, dust and efficiency complaints that Techs hear every day.
- How promoting HPC testing truly serves the customer and can generate leads.
- The best types of service calls in which HPC testing can be successfully offered.
- Senior Managers/Owners and Comfort Consultants should also attend to both learn new information and use the opportunity for team building and creating momentum.



Who Should Attend

Service Technicians
Maintenance Technicians
Owners/Senior Managers

Class Fee: \$400

Discounted Rates:

- Comfort Institute Members: No Charge
- Aroseal Dealers: \$250
- 100% Money Back Satisfaction Guarantee



Course qualifies for
5 BPI CEUs and
1 NATE CEU*

*associated specialties



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