

# Mad Marketing Tips & Teaching Field Personnel to Sell

## Marketing Madness

Classes are \$100.00 per person. Includes lunch.  
Payment is due (cash, check, or by account) on the day of class.

Wednesday, March 1st, 2012

Class from 8:00 AM - 5:00 PM

The do's and don'ts of marketing in the contracting industry. This program shows how to spend the right amount of money on the most effective marketing plan. We will describe in detail how to get more dollars from the customers you currently have.

## Teaching Field Personnel to Sell

Classes are \$100.00 per person. Includes lunch.  
Payment is due (cash, check, or by account) on the day of class.

Thursday, April 3rd, 2012

Class from 8:00 AM - 5:00 PM

In this class, the field personnel will be taught customer relations, sales strategies, repair verses replacement and flat rate system selling.



## Registration Form

Please check which class you will be attending: Thu, March 1st  Tue, April 3rd

COMPANY: \_\_\_\_\_

NAME(S): \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL \_\_\_\_\_

PLEASE EMAIL THIS FORM TO TSHADDEN@CENTURYAC.COM TO REGISTER.  
CONFIRMATION UPON REQUEST.

Presented by:



HEATING & AIR CONDITIONING

&

Dr. Ron Collier

After working for a manufacturer of heating and A/C equipment as a training coordinator, Dr. Collier established Collier Consulting Group. Dr. Collier has over 20 years of experience working in the HVAC industry and has published in several trade magazines. He has devoted his career to helping business owners develop strategies for costing/pricing, cash flow/budgets, marketing, retaining great co-workers, and many more.

Classes held at our Century  
Dallas Location

2831 Dairy Milk Ln.  
Dallas, TX 75229