

REGISTRATION

HOW TO INCREASE YOUR PROFITABLE EQUIPMENT SALES

Instructor: Bob Hedden

Wednesday, April 9, 2008 – 9:00 a.m. – 3:30 p.m.

New England Fuel Institute, 20 Summer Street, Watertown, MA 02472

I, the undersigned, have read this notice (2 pages) in its entirety, and understand and agree to its terms and conditions.

Company:	Contact person for this Registration:
Title:	
Address:	
City: State: Zip:	
Phone:	Fax:
Email:	

See Directions at nefi.com. If you want directions faxed to you, check this box: []

Please attach list or copy this registration form to register more than 4 students. Please PRINT. Check date – if applicable – for each student name ↓

\$150 – Members
\$200 – Non-Members
9:00 a.m. – 3:30 p.m.



1.

2.

3.

4.

Calculate Gross Amount Due: Number of Students: _____ \$ _____

Any new company joining NEFI on or before seminar date may take discount.
Enrollment form at www.nefi.com or email school@nefi.com for a copy \$ _____

Net Payable to "NEFI" – Grand Total > \$ _____

FAX FIRST TO 617-924-5962

Fax Recipients: You are receiving 2 total pages; registration page 1 and details are contained on page 2. Want notices by email next time? Don't want notices at all? Email or fax your information to Andrea at school@nefi.com, or call her at 617-924-1000

Payment Information () Check Enclosed Credit Card Info () Visa () MasterCard () AMEX Card

Number _____
Exp. Date _____ (i.e. "11/98")
Cardholders Name _____
Card Billing ZIP _____

For further Information,
please contact Andrea
at 617-924-1000
or email
school@nefi.com

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Wednesday, April 9, 2008

New England Fuel Institute, Education Foundation
20 Summer Street, Watertown, MA 02472

9:00 a.m. – 3:30 p.m.

The best way to be sure you retain your customers is to sell them new heating equipment. This sales and marketing course will increase your equipment sales success. This is a NORA approved course. It is good for 6 NORA CEUs.

The seminar is designed for company owners, top management, heating contractors, sales professionals, sales managers, service managers, service technicians and anyone else engaged in selling and marketing heating equipment. The course covers a combination of communications skills. We will cover the following step-by-step program to increase sales success:

- How to find the people who need new equipment
- How to build a referral network of friends who will help you sell
- The importance of a good appointment
- How to determine the best upgrade options for your customer
- How to conduct a customer interview so you raise interest, and get to know your prospect's needs and wants
- The elements of a winning presentation
- How to help your prospect with their concerns
- How to sell your price
- How to do a return on investment calculation
- Helping your customer make a decision
- How to increase your customer's satisfaction and your profits with winning installations
- The importance of after sale service and how to use your equipment sales success to attract new oil customers

Education & Training New England Fuel Institute (nafi.com)
PO Box 9137
Watertown MA 02471

617-924-1000 Phone
617-924-5962 Fax
school@nafi.com



Equipment Sales

How To Increase Your Profitable Heating Equipment Sales – Instructor: Bob Hedden
Wednesday, April 9, 2008
9:00 a.m. – 3:30 p.m.