

Exclusive Training Notes

Exclusive Training OFFER! This program has been closed for many months but because I'm a Certified Power Marketing Consultant, I'm able to get you these Free Training Videos. I'm not sure how long I will be able to offer them, so watch the videos NOW, ASAP!

I have prepared these helpful notes for each video so you'll get more out of the great training! As you watch the videos, you can fill in the blanks to learn more about how Jeff grew his HVAC Business from single digit Net Profits to **20% Net PROFITS**, PLUS grew his sales to over \$15 million per year!

Watch all the videos to learn how at:

HVACBUSINESSBREAKTHROUGH.COM

Here are your notes!

VIDEO 1

- 1 – What would doubling your Net Profit mean to you, your business and your family?
- 2 – What would increase your Net Profits to 20% mean to you, your business and your family?
- 3 – The Book _____ will help you change your business. It will explain why systems need to be in place in all aspects of your company.
- 4 – Why did you start your business? Are you still on that path?
- 5 – It takes a lot more than Technical Skills to run your business. Are All Area's Running as well as they should?
- 6 -Doing what you have always done, will get you what you have always gotten! **NOW is the time for Change!**
- 7 - You need to spend more time working ___ your business and not ___ your business! This one small change will help you to change your business and increase profits!
- 8 - How much is your time work? Presume you make \$100,000 per year. Lets say you work 50 weeks a year. $100,000 / 50 \text{ weeks} = \$2,000 \text{ per week}$. If you work 40 hours per week that is \$50/hr. If you work 70 hours that would be \$28.57/hr or 80 hours that would be \$25.00 / hr.

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So figure out how much is your time worth?

This will also help you understand you should be delegating as many tasks as you can to others that you can hire for much less per hour.

9 - Working hard in your business is NOT going to help you! You have to work ____ your business to take it to the next Level!

Working more hours will NOT get you more Profits? Not any sizable Profit increase that is. Jeff will explain how to get upwards of 20% Net Profits in these videos!

10 - Your Future rests in acquiring the knowledge to execute the most profitable business strategies that work in the HVAC industry! You'll learn them in these video's!

11 - It took Jeff 10 years to get to where he is today (20% net profits and over \$15 million in sales per year)! Jeff will show you how he got there and provide you a road map in these videos!

VIDEO 2

The Top 10 Things to Focus on to **Increase Profits** and **Grow your business!**

- 1) We focus on ____ and not ____.
- 2) We ____ all of our _____ with our _____.
- 3) We properly identify all _____.
- 4) We _____ for _____.
- 5) Our _____ are always _____ with _____ _____.
- 6) We train everyone to ____, even _____.
- 7) We sell based on _____ _ _____.
- 8) We offer _____.
- 9) We deliver _____ _____ _____ to the _____.
- 10) We manage our _____ and _____ with precision.

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Set up your [Free Breakthrough Strategy Session](#) (after watching the videos)

VIDEO 3

1 – _____ might bring in \$____ to \$____; a _____ might bring in \$____ to \$____.
_____ should you _____?

2 – Selling a new system is hard and more involved. That is where business systems are needed. When you have proven tools to use in the sales process (sales presentation information, scripting, etc) it is not only easy, but much more **profitable!**

3 - Using a proven sales process, has cut the presentation from _____ hours to _____ minutes and the closing ratio shot up to _____!

4 – The key in the presentation is to _____ and not _____. Let the prospect tell you what they want after you give them all the _____.

5 – Your Existing clients are a nice place to start getting more profitable business. You'll learn how in this video.

6 – You can use Google or other paid traffic to get more customers, however there is another easy inexpensive way to help you get more new customers.

7 – Another way to get new customers is _____ _____!

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VIDEO 4

Are you going to be one of those who continually does what you've always done, hoping that somehow magically your ship will come in and that you'll achieve the vision and fulfill the dreams you had for your business and your life?

Or are you going to be one of those few, who recognizes an opportunity when they see one and who takes action to implement and realize real change and real progress?

Well, you certainly have been given some great information to implement here in these videos.

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Let me ask you a few simple questions:

- \$ How would you like to have all of Jeff's business knowledge, experience and strategies at your immediate disposal?
- \$ How would you like to know the details of all of his strategies that he laid out in the last few videos?
- \$ How would you like access to his forms and sales material and marketing collateral and scripts and business systems?
- \$ What if you could have all of it in an instant, what would that be worth to you?
- \$ What would taking your profits from where you are now to 15 to 20% be worth to you and your company?

One Final Question. What is NOT using Jeff's Proven Strategies Costing you in Lost Profits this week, this month and this year?!

If your sales are \$1,000,000 per year and this proven system gained you ONLY 5% more Net Profits, that would be an additional \$50,000 profits this year and every year into the future! Sign up for your [Free Breakthrough Strategy Session!](#)

Step 1 – Watch All Videos. It is critical that you watch all the videos and then set up your [Free Breakthrough Strategy Session](#) That way you will get the most out of the session!

Introduction Video

Video 1 – It's time to change for Profits

Video 2 – 10 Ways to Increase Profits

Video 3 – How to Sell & Shifting Your Thinking

Video 4 – The value of this training

Step 2 – After watching the videos, Set up your [Free Breakthrough Strategy Session](#)

I want to help you to get a clear path forward and answer all of your questions. So, Now is the time to Set-up your [Free Breakthrough Strategy Session](#)

Here is a second link if the one above doesn't work.

<http://meetme.so/TonyBernardQnA>