

IAQ Training

Friday April 4th

HVAC Performance Products *presents*



BENCHMARK

Matthew Maleske

Certified Indoor Environmentalist (CIE)

Management, Sales, Customer Service, IAQ
Customized Business Solutions For the HVAC Contractor

IAQ Training

"Where you put your focus ...

Is where you see results!"

Looking for an opportunity to get your share of that \$10,000,000,000 IAQ Market. That's right, this market of our business is ever growing and will soon be 25% of our entire industry. Unfortunately, HVAC contractors are allowing big box stores to take 65% of these available funds! Here is your chance to get you and your company educated.

Matthew started in this industry as a field technician. He rapidly moved up into sales and management. The last 4 years he has spent his time as a General Manager for General Air Conditioning & Heating. His skills took this company from a 2.4 million dollar operation with no IAQ revenue to 6 million dollars with over \$200,000 in IAQ sales. The great thing about that is that these additional sales came from the existing customers that they were already attending to.

Let Matt show you and your people the art of IAQ sales. This starts with a proper education on IAQ history and IAQ products. He will then show you how to properly present this information to create sales which result in **65% Gross Margin!**

This one day class will be impactful to your business. Sign up with HVAC Performance Products Today. Space is limited!

Cost: \$95 per person attending

Fax to 888-772-8199

All paid companies will receive \$95 in HVAC Performance Products store credit making this class FREE

If you need a hotel please let us know we can refer you to a few close by.....

COMPANY: _____

PHONE: _____

NAME: _____

FAX: _____

Friday 4-04-2008 8:am - 3:00pm Catered Lunch will be provided

HVAC Performance Products, Inc.

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