



Trane Comfort Specialist™

September Update

Dial-in: 866 688 8360
Conference ID: 10329867#





Agenda

- Feature Review
 - Great Performers:
 - Lead Management Training
 - Customized Literature
 - SMART Search
- Value of TCS Program
- Upcoming Events



Kevin Carlile

Vice President Sales



Great Performers



LEADS

REGISTER ONLINE TODAY

LEAD MANAGEMENT TRAINING WORKSHOP

OCTOBER 18-20 & OCTOBER 20-21 • ST. LOUIS, MISSOURI

"Don't make a promise, don't make a pledge. A promise is what a used car salesman makes. What you have to do is make a commitment – a commitment to change people's lives."

DR. FRANK LUNTZ
KEYNOTE PRESENTER

WORKSHOP LEADERS:



Barry Burnett

Truman Draper

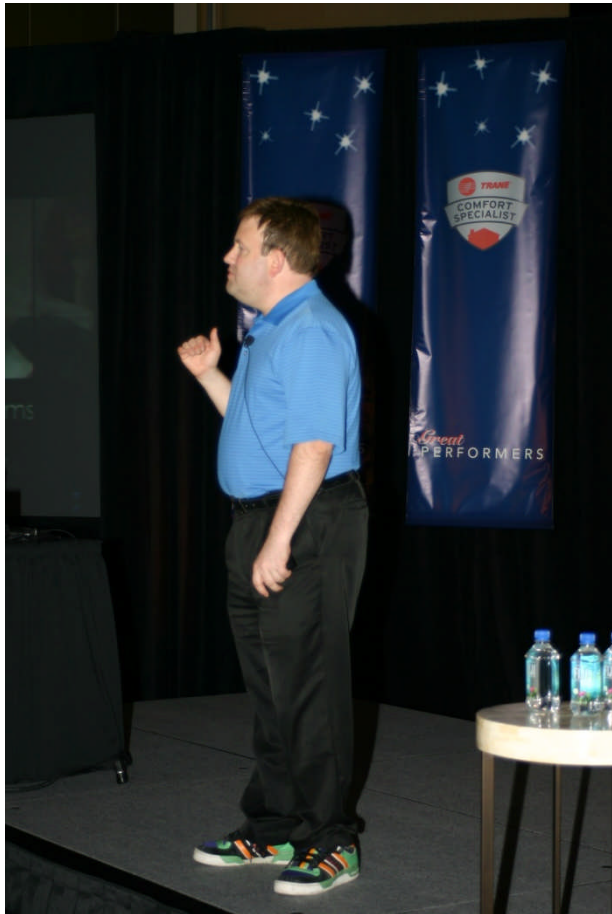
Jerriann Massey

Greg Woodman



Training

- **Great Performers**
 - Leads – Leads – Leads
 - Mining For Leads in Your Service Department
 - The True Value of a Lead
 - Are You Really Retail?
 - Sharing Lead Generation Ideas
 - “What Americans Really Want ...Really”





Great Performers

- **Invitations**

- **Electronic sent the week of 9/5**

- **Windshield Wisdom mailed week of 9/13**

- **Hard copy to be mailed the week of 9/20**

- **Online registration:**
<http://events.SignUp4.com/RS457060>

- **Union Station Marriott – St. Louis Missouri**

- **Two identical sessions**

- **October 18th – 20th**

- **October 20th – 21st**

A promotional graphic for a workshop. It features a large background image of a man in a suit, identified as Mark Luntz, the Keynote Presenter. Below this, there are four smaller headshots of the Workshop Leaders: Barry Burnett, Truman Draper, Jerriann Massey, and Greg Woodman. Text overlays include "REGISTER ONLINE TODAY", "LEAD MANAGEMENT TRAINING WORKSHOP", "OCTOBER 18-20 & OCTOBER 20-21 • ST. LOUIS, MISSOURI", and "Don't make a promise, don't make a salesman makes. What you have to do is make a commitment, a commitment to change people's lives." The bottom of the graphic lists the names of the workshop leaders and the keynote presenter.

REGISTER ONLINE TODAY

LEAD MANAGEMENT TRAINING WORKSHOP
OCTOBER 18-20 & OCTOBER 20-21 • ST. LOUIS, MISSOURI

Don't make a promise, don't make a salesman makes. What you have to do is make a commitment, a commitment to change people's lives.

MARK LUNTZ
KEYNOTE PRESENTER

WORKSHOP LEADERS:

Barry Burnett Truman Draper Jerriann Massey Greg Woodman



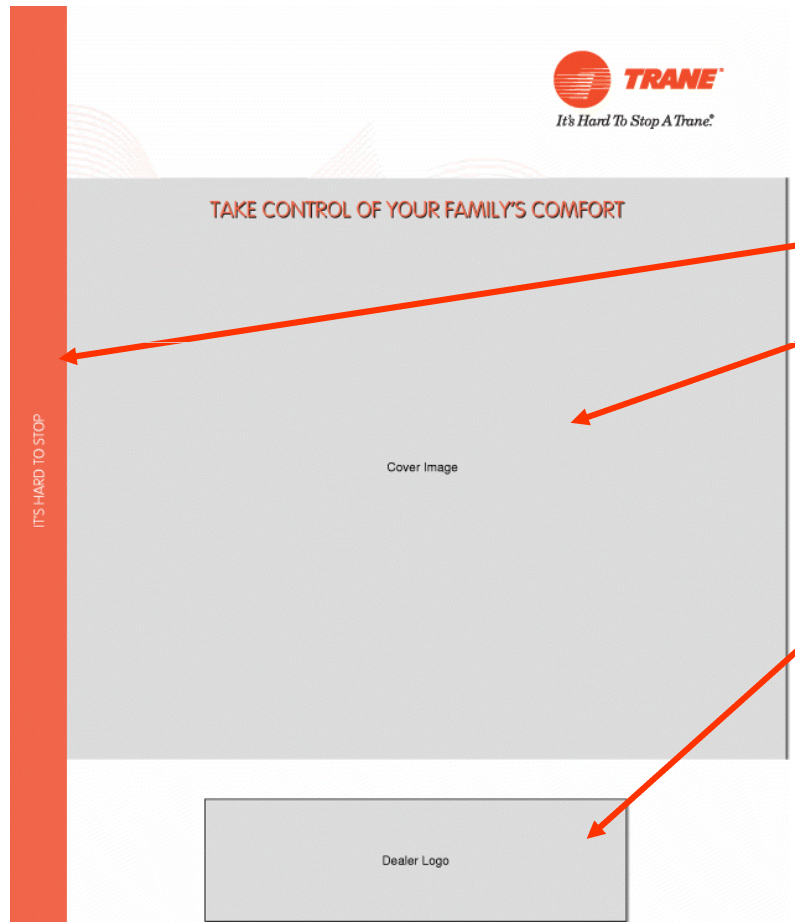
Customized Literature

- Available on ComfortSite
 - Marketing Center ↵
 - Marketing/Advertising Resource Center (MARC) ↵
 - In Keyword Search box enter:
Literature (customizable)





Customized Literature



- Front Cover
 - Dealer Name
 - Life Style Image
 - Six choices
 - New photography coming
 - Dealer Logo

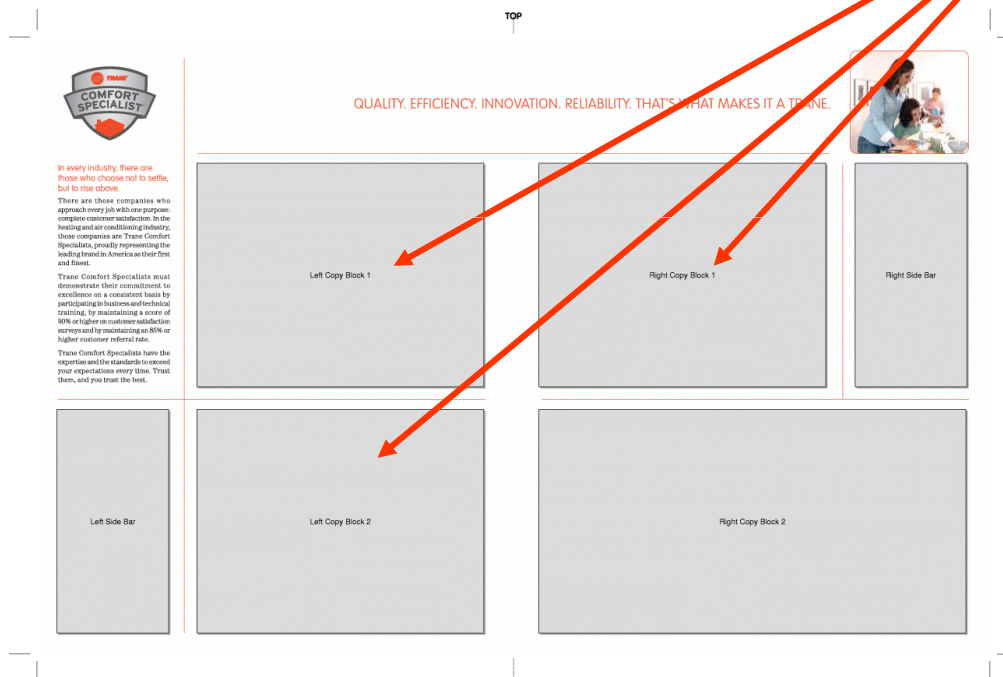
Now, You Can Also Customize the Headline



Customized Literature

Product Modules

- Choose 3





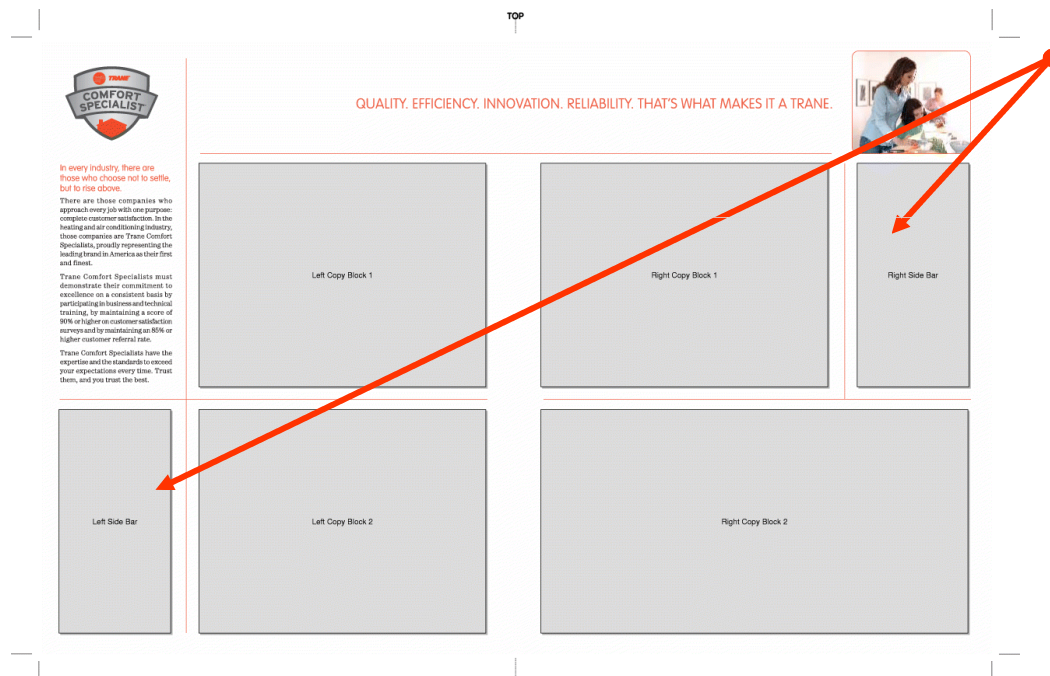
Customized Literature

Product Modules

- Choose 3

Side Bar Topics

- Choose 2





Customized Literature

Product Modules

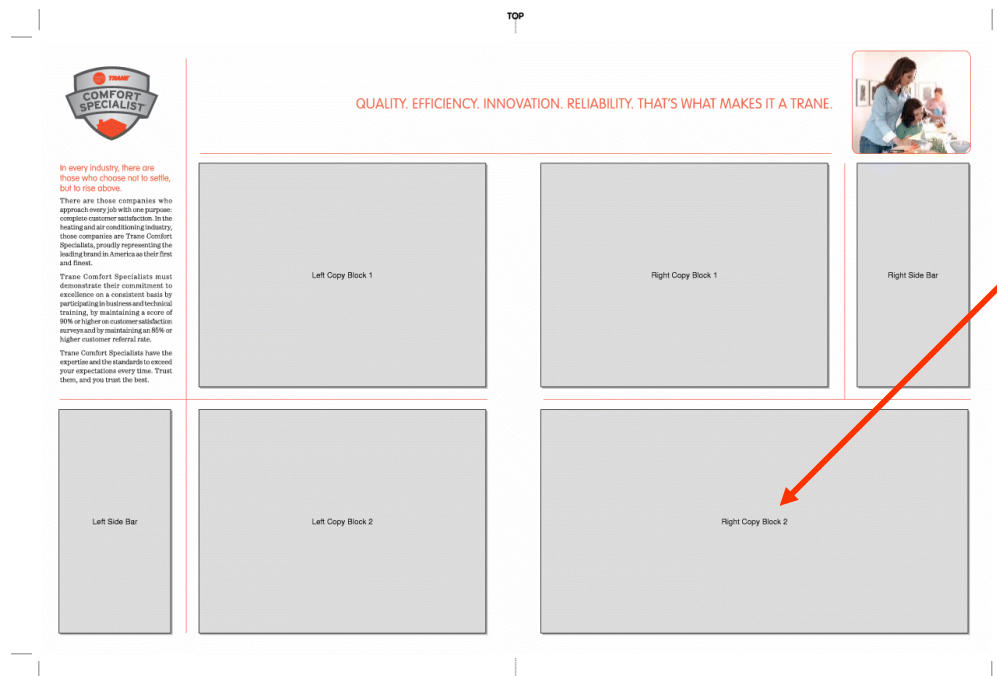
- Choose 3

Side Bar Topics

- Choose 2

System Illustration

- Choose 1





Customized Literature

you're working with the best.

(DEALER NAME) is not just a dealership. We are Trane Comfort Specialists.

(DEALER NAME) has been a Trane Comfort Specialist dealer since (XXXX), placing special emphasis on service, workmanship and dedication to customer satisfaction. We will take great pride in customizing a system for you that will create the most comfortable living space you've ever experienced, with air that's clean, healthy, refreshing and conditioned.

The Trane systems installed by (DEALER NAME) represent the leading edge of comfort technology, and years of research in the heating, cooling and movement of air. Every component we sell is constructed to exacting standards, using premium materials, and tested to make sure it lives up to Trane's standards. And to ensure.

Our technicians have professional training that is unrivaled in the industry, and are backed by a Trane support network that shares our dedication to your complete satisfaction.

Our ongoing commitment to excellence is shown by the fact that we consistently score 90% or greater in customer satisfaction, and maintain a customer referral rate of at least 85%.

We are Trane Comfort Specialists because we don't settle.

We offer customers great value in the systems we sell and the service we provide.

We are proud of our work, our reputation, and the satisfaction of our customers.

We look forward to exceeding your expectations.

Ask about a wide selection of systems efficient enough to qualify for the government's energy tax credit.
Subject to IRS regulations. Consult your tax professional for details.

Dealer Logo

Sales, service & installation
Residential & commercial
24-hour emergency service
Licensed, bonded and insured
Financing available

License # XXX000000

- Back Cover
- Dealer Image
- Dealer Logo
- Dealer Contact Information
- Dealer License Number
- Customized Content



Product Modules

- **Outdoor Split**

- Earthwise™ Split
- XL20i A/C or HP
- XL16i A/C or HP
- XL15i A/C or HP
- XR15 A/C or HP
- XR13 A/C
- XB13 HP
- XB300 A/C

- **Air Handlers**

- 4TEE Communicating
- 4TEE Non Communicating

- **Furnaces**

- XV95
- XR95
- XV80
- XB80
- XC95m
- XC80
- XR80

- **Packaged Units**

- EarthWise™ Hybrid
- XL16c G-E or HP
- XL14c G-E or HP

- **Accessories**

- CleanEffects™
- Controls

New Product Module: Hyperion Air Handler



Customized Literature

- **Sidebar Topics**

- CleanEffects™
- System Accessories
- Comfort-R™
- ComfortLink II™
- Dual Climatuff® Compressors
- EarthWise™ Hybrid
- Efficiency
- Energy Tax Credits
- Modulation
- Programmable Thermostats
- Aluminum Coils
- XL 802/803 Thermostats
- Limited Warranty

- **System Illustrations**

- Split System
 - A/C and Furnace
 - HP and Air Handler
 - A/C and Air Handler
 - HP and Furnace
- Packaged System

New Sidebar Module: Comfort Link Remote Thermostat



SMART Search



- Internet Lead Strategy
 - Drive More Leads
 - Leverage the Trane brand and TCS dealer network to capture local internet searches
 - Convert more visitors to prospects



SMART Search

- Dealer Landing Pages
 - Launched in April
 - Designed to optimize consumer internet searches
 - Dealer personalization
 - Multiple entry points
 - Trane.com
 - Internet Yellow Pages
 - Local Search

The screenshot shows a Trane dealer landing page for Berry Mechanical. At the top, there is a Trane logo and the tagline 'Experience the total home comfort of Trane air'. Below this is a photo of a smiling family (father, mother, and child) in bed. The page is titled 'Energy Efficient Comfort Specialists' and features the Berry Mechanical logo and contact information: 978-420-4758, 155 Neck Road, Haverhill, MA 01835. A 'Service areas' section lists locations: Haverhill, Peabody, Danvers, Beverly, Salem, Dracut, Methuen, Andover, Boxford, and Newburyport. At the bottom, there is a section titled 'About BERRY MECHANICAL' with a call to action to learn more about Trane products.



SMART Search



Test & Target

- Continuous Improvement
 - SMART phone numbers to document progress
 - IYP Integration – JUL
 - Test & Target – AUG
 - Article Syndication - SEP
 - Trane.com Linking - SEP



TCS Value Example

Customized Literature

The creation of a customized, 4-page full color brochure could easily cost thousands of dollars even with free Trane product graphics.

Comfort Specialist dealers save 25% when they take advantage of Trane's high volume printing rates.

\$3,125* per dealer

*Based on 500 printed brochures

SMART Leads

9,200 more leads in August

Dealer Locator:

34 prospects YTD per dealer at 40% close rate produced 14 jobs. At \$7,700 per average job, and 5% net margin =

\$5,390 per dealer

SMART Search

Since the April launch: 7 prospects per dealer at 40% close rate produced 3 jobs. At \$7,700 per average job, and 5% net margin =

\$1,155 per dealer

NATE Certification Testing:

Comfort Specialist dealers can claim the testing costs for up to 2 technicians for 2 certifications (\$230 max per technician) and Senior Certification for the Service Manager (\$150 maximum).

\$610 per dealer

TOTAL YTD value on these four items alone: \$10,280 per dealer!



TCS Value Example

July Update

- Spring Retail Finance Offer
- Satisfaction Surveys
- Fleet Discount

August Update

- 100% Performance Guarantee
- Training
- Parts Concession

September Update

- Dealer Locator Leads
- Dealer Landing Page Leads
- Customized Literature
- NATE certification Training

Value Summary for Listed Features

\$23,142 per dealer



Upcoming Events

- Fall Consumer Offer
- Hyperion Sneak Peek
- Regional “Leads” Training
- ComfortLink Launch
- Next conference call update
- Aug. 15-Oct. 31
- Week of Oct. 11
- Week of Oct. 18
- Week of Oct. 25
- TBD



Questions