

# ASSET AGENDA

## Day 1

### Morning:

- Industry Opportunity
- Introductions
- ASSET Overview
- No Pressure Selling<sup>®</sup> Process Overview
- Pre-Call Process
- Arrival and greeting

### Afternoon:

- Discovering Opportunities (Comfort Concerns List<sup>©</sup>)
- Comfort Concerns List<sup>©</sup> Skills Practice
- In-Home Comfort Survey
- Company Profile Book
- Review of Homework

## Day 2

### Morning:

- Selecting A Solution
- Building the Proposal
- Financing
- Estimated Energy Savings<sup>©</sup>
- Differentiation

### Afternoon:

- Presenting Benefits
- No Pressure Closing
- No Pressure Presentation Skills Practice
- Review of Homework

## Day 3

### Morning:

- Introduction to Objections (3 D's)
- Stall Objections
- Price Objections
- Affordability Objections

### Afternoon:

- Comparison Objections
- Price-Comparison Objections
- Post-Appointment Process
- Importance of Referrals
- Complete Overview of No Pressure Selling<sup>®</sup> Appointment
- Review of Homework

## Day 4

### Morning:

- Final Skills Practice

### Afternoon:

- Final Skills Practice
- Quantifying Your Opportunity
- ASSET Wrap-Up