

BRINGING IT IN 2017!



**MITSUBISHI
ELECTRIC**

COOLING & HEATING

&

POWER
SELLING PROS

POWER SELLING PROS

CSR POWER CERTIFICATION

Power Selling Pros (PSP) was launched in the basement of Brigham Dickinson's home in 2009. He knew there was a great need for call handling training in the RHVAC Industry. Since then, PSP has taught thousands of CSRs throughout the U.S., Canada and Australia. As a result, companies have seen incredible growth with increased call conversion and better customer service over the phone.



Here is what some of our clients have to say about PSP:



"We have been using Power Selling Pro's for several years with tremendous results. Not only do our CSRs book more calls but they are so professional on the phone. I used to think we were good on the phones before we hired PSP but now it is night and day difference. With the recorded calls and coaching, I couldn't be happier. The CSRs are the first contact with our company and we now make a great impression. The entire office staff prides themselves on booking the calls and doing the right thing. After my first contact with PSP at a trade show I thought it was too expensive and we couldn't afford them but after seeing the results I can whole heartedly recommend them. I now get a great deal of comments from clients and vendors on how they are impressed with the call takers in our office."

Michael Hyde
Owner/ General Manager



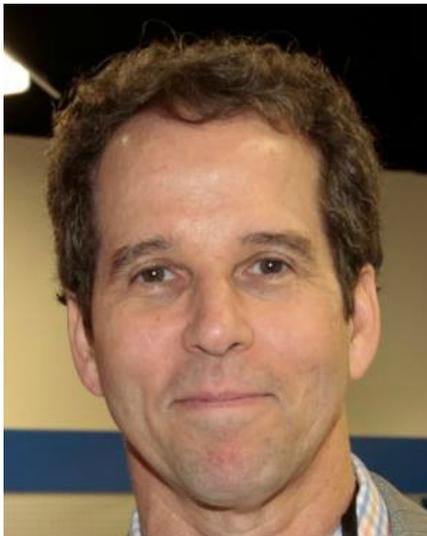
"Our CSR's implemented just one technique that Power Selling Pros teaches and we made 4 times our investment back in just one month! We highly recommend Power Selling Pros!"

Michelle Johnson



"You did a truly great job and I am very excited to get our team started with ongoing coaching. I have taken training from some of the greatest trainers in our industry and you are a Top Gun trainer without a doubt."

Brain Carpenter
Owner of Mark Carpenter Plumbing



"I attended the Power Selling Pros workshop this morning in White Plains and it was as advertised...amazing! Stephen did a fantastic job. He was passionate, engaging, informative, empathetic, positive, humorous when necessary...In fact, he embodies all the qualities you guys teach... I think we had 29 attendees this morning, including myself. I sat in the back and saw Stephen held everyone's attention from start to finish. No small feat in today's world of less attention spans. The way the class ended was a great idea, too. Stephen had the class summarize the important points of today by asking everyone the one thing they'd take away most. As people yelled out, "Tell me more" and "Fully stocked truck" and "Greeting cards," Stephen would repeat their words, add a few more for emphasis and toss them an orange Power Selling Pros ball. I myself yelled out, "You've come to the right place!" And like the others, got an orange ball. Very fun and engaging. Thanks again, have a great rest of the week!"

Bob Lapidès
SVP Marketing & Communications

PARTNERSHIP

PSP & MITSUBISHI

We recognize that millions of dollars in Mitsubishi marketed leads are being poorly handled by contractors with low and unacceptable call conversions. Far too many contractors are unaware of the time and money that goes into this kind of lead generation, and are taking for granted the investment Mitsubishi is making to help them build their business. There are also those that just don't know how to improve.

PSP will leverage Mitsubishi's investment in lead generation and give contractors a powerful skill set that will send shock waves through the Mitsubishi community! Here's how we'll do it:

The Guarantee

By the time your contractor call handling teams have individually completed their Power Certification Program, PSP guarantees that those individuals will reach booking ratios of at least 85%. The reason we can make this promise is because we have already done it a hundred times over. Power Certification graduates will have mastered the "Pattern For Excellence" with a sound understanding of what it takes to confidently handle the toughest customer calls. This mastered skill set will include: Pricing Objections, Selling Service Agreements, Selling Additional Services, Handling Angry Callers, Asking for The Sale, Pitching Value Before Price, Call Flow Tactics, and Many More Things! Your contractors that catch the vision will improve and see success. We guarantee that!

The Pitch & Offer

A unique white-board animation video is a great way to introduce the program. This short, high impact video will give your contractors the big picture, and demonstrate how this partnership will improve their business. In addition, offering them a co-op opportunity will reinforce Mitsubishi's commitment to help them make these important changes.

The Take Away

With your help, we can establish a program that will light a fire under your partnered contractors. We suggest Mitsubishi require all partner/contractors to participate in the Power Selling Pros Certification Program. In order for them to take advantage of Mitsubishi's significant Lead Generation Program, they would need to maintain a certain booking ratio. And Power Selling Pros will ensure that they do so!

Case Study 2011 - 2017

POWER OF COACHING

Russell's Heating & Cooling Chesapeake Virginia

In just TWO years of training they doubled their AGP

2011 Started Training

Employees - 20
AGP - \$3.3 Million
Booking Ratio - 59%



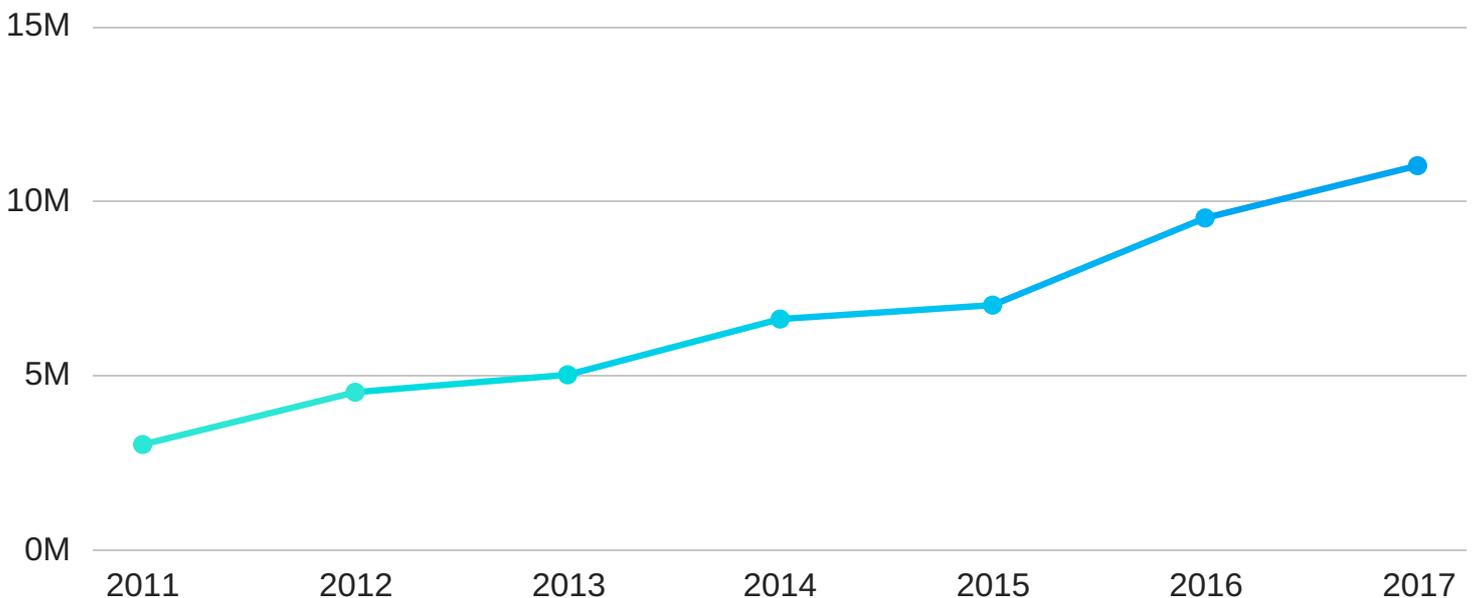
2013 Annual Revenue

Employees - 20+
AGP - \$6.3 Million
Booking Ratio - 85%

With CONTINUED PSP training AGP grew year after year!

2017 Estimated AGP

AGP - \$11 Million



THE YEAR 2017

DOMINATING THE COMPETITION



Lots of things are changing in this industry and the way to stay competitive is by understanding the Power of Customer Service. Power Selling Pros is committed to helping Mitsubishi contractors find success. The skills they will learn through the Power Certification Program will help them dominate the competition and bring growth to their business.

Many CSRs and managers that have gone through our program develop confidence, strength, and inner peace through the principles we teach. This program not only helps CSRs in a business setting but also fulfills many of the communication gaps in their personal lives. CSRs have expressed that their lives have improved tremendously at work and at home by applying the Pattern For Excellence.



We are excited about this opportunity to work with Mitsubishi to help contractors grow and change people's lives. We are honored and prepared to fulfill the needs that Mitsubishi has to take their dealers to the next level.

Sincerely,

