



Air Purchases, Inc.

TRANE RSP

Newsletter

Investing in your success

March 2009

Top Take-Away from our last RSP meeting

You told us that you wanted our help in developing a quality consumer presentation. We listened! In fact, we're devoting our next RSP training to helping you put your presentation together. Join us on May 18, from 11-2 p.m. for what is sure to be a very productive session! For more on the power of using consumer presentations to boost your sales, see page 2.

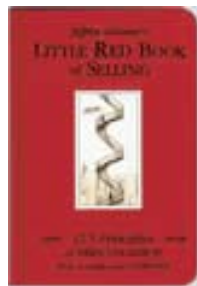
Investing in yourself every day pays you back in a big way . . .

Want to keep your sales skills sharp? Trane Sales Manager Jim Travers stresses the importance of setting aside some time every day for personal development—something he calls, "The POWER Hour."

"There are an abundance of great sales resources available today," said Jim. "Whether you take time each day to read, listen to books on CD while you're in the car, download to your iPod, or sign up for a sales e-zine, investing in yourself will pay off in the long run. You'll stay sharp, motivated and successful."

► **One to read:**

***The Little Red Book of Selling :
12.5 Principles of Sales Greatness***
Jeffrey Gitomer



Sales guru Jeffrey Gitomer is the author of *The New York Times* best sellers *The Sales Bible*, *The Little Red Book of Selling*, *The Little Black Book of Connections*, *The Little Gold Book of YES!* and many, many more. His books have consistently been number one best sellers on Amazon.com, and have sold millions of copies worldwide.

Boost your knowledge with a free e-zine!

Jeffrey's weekly e-zine, *Sales Caffeine*, is a sales wake-up call delivered every Tuesday morning, free of charge, to your in-box. *Sales Caffeine* offers valuable sales information, strategies and answers to sales professionals on a timely basis. You can subscribe for free at www.salescaffeine.com.



*RSP of the Year
Chip Schulz was
honored before
his peers at our
recent RSP meeting.*

*Chip took home a
\$100 Amex gift card
and some terrific
merchandise!*

*Want to be in the
running for 2009?
Check out the
details on our
new, improved
Retail Sales Club
on page 2.*



Chip Schulz named "RSP of the Year" 2008

We are pleased to announce that Chip Schulz of Kermit B. Schulz & Sons, Millis, MA, has captured the coveted title of "RSP of the Year" for 2008. Chip logged the highest sales of Trane products in our annual **Retail Sales Club** during 2008, stealing first place from two-time winner Joe Chaves of Chaves Heating & Air Conditioning in Hudson, MA.

Trane Sales Manager Jim Travers presented Chip with a \$100 American Express gift card. As a member of our annual **Retail Sales Club**, Chip also took home some fabulous prizes.

RSPs enrolled in the club earn points that can be redeemed for a wide variety of merchandise and prizes. This year, we're introducing a much improved interface with an incredible array of prizes to choose from. (More info on page 2.)

Congratulations are also in order to Bill Doiron, The Lynch Co.; Joe Chaves, Chaves Heating & AC; Steve Pisarczyk and Jamie Babin of Briggs Mechanical; Matt Strigle, Nashoba Air; Mike Barnhardt, Accurate Heat; Peter Pilkington, McClaren Heating; and Jack Ward of G&G Mechanical, who placed in the Top 10!



It's Hard to Stop a Trane.®



Did you know? . . .

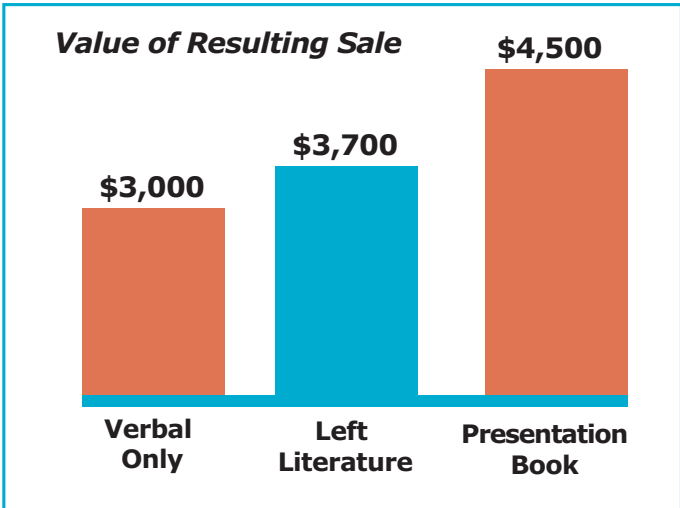
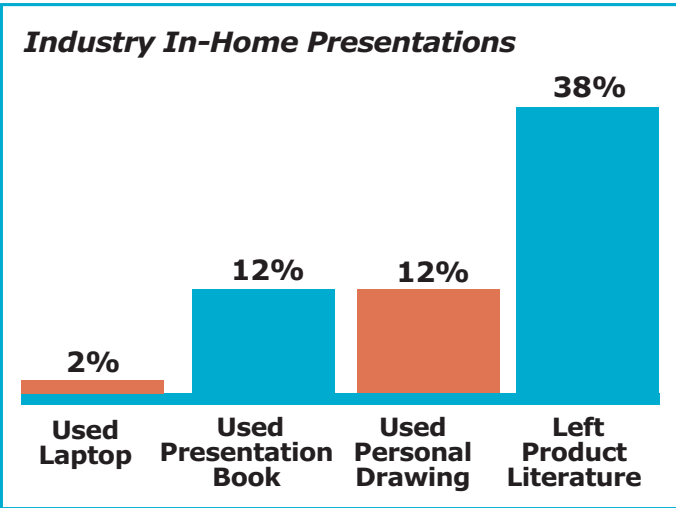
Boost your sales totals with consumer presentations

Studies show that dealers who conducted a *verbal* sales presentation alone averaged a total HVAC sale of \$3,000.

Those who *also left Trane literature behind* saw that sale jump to \$3,700.

Those who used *the Trane presentation book* achieved an average sale of \$4,500—that’s \$1,500 more than just the verbal presentation alone! Can you afford to be without a quality presentation book?

Based on RSP feedback, we’ll be focusing on building a presentation book during our next quarterly training, which will take place in May. See “Mark Your Calendar” below for details! This is a meeting you won’t want to miss!



Mark your calendar!

May 2008

Saturday	Sunday	Monday 18
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Trane Retail Sales Professionals Meeting
 Monday, May 18, 11-2 (lunch served)
 Air Purchases, Burlington, MA
Focus: Building a Presentation Book

Air Purchases, Inc.
 24 Blanchard Road, Burlington, MA 01803
 (781) 273-2050
 www.airpurchases.com

Announcing our 2009 Retail Sales Club
Earn great rewards for doing what you do best!

Your Just Rewards

By now you should have received your information on our **2009 Retail Sales Club**. If not, please let us know. This year’s club features a new merchandise vendor, new online format, and a wealth of new prizes!

Merchandise: Choose from hundreds of merchandise options from electronics, to tools, to baby supplies, to home and garden, and more!

Individual travel: Choose where you want to go and who you want to go with. This new format gives you the ability to develop your own dream vacation.

Event tickets: Points can be redeemed to reserve event tickets to sold-out shows, local favorites, Broadway shows, Vegas shows, and every sporting event out there.

Adventure travel: You’ll have access to some of the best adventure activities from around the world.

Sign up today! Need help? Call Sharon Mangano at (781) 222-5317 or e-mail smangano@airpurchases.com