

# 2024

## Ducted Systems Academy **TRAINING CATALOG**

The power behind **your mission**

# Table of Contents

## Course Details and Information

About Ducted Systems Academy	3
Training Options to Meet Your Needs	4
Enrollment Information	5
Scheduled Courses	6
Courses Offered by Request Only	16
Trusted Advisor Program	28
Tech Foundry	30
Suggested Learning Paths	32
Training Calendar	36
Tuition Offset Programs	41



## About Ducted Systems Academy

Johnson Controls provides the means to enhance performance and stay competitive through the Ducted Systems Academy.

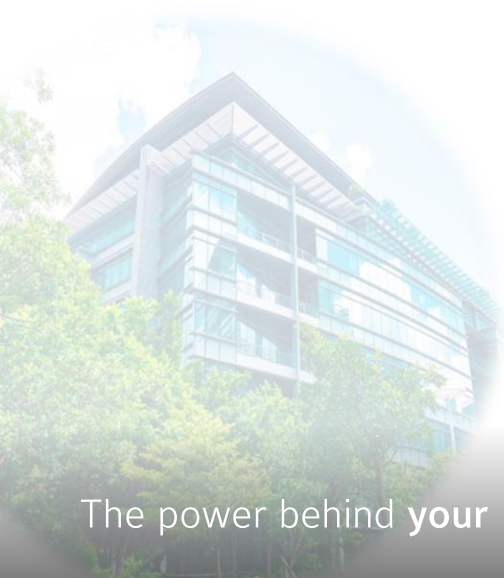
In the Academy, you'll learn to:

- Partner with customers, understanding their needs to position products and services to win
- Properly select and apply Ducted Systems products
- Efficiently install, set up, and service Ducted Systems products from 1.5 to 150 tons of capacity
- Manage yourself, your schedule, and your team
- Command live presentations and training sessions
- Work through difficult situations

We are committed to equipping our customers with learning founded on the needs of our industry and based on sound, modern instructional practices. The Ducted Systems Academy team understands the unique learning needs of the adult professional, providing learning opportunities that are engaging, relevant, and meaningful.

We are proud to lead the industry with our Ducted Systems Academy in Oklahoma City, OK, located a few minutes north of our Rooftop manufacturing facility in Norman, OK. This facility features two large classrooms and two extensive residential and commercial product hands-on training labs with every platform manufactured in our Wichita and Norman facilities.

The Ducted Systems Academy team is highly motivated to provide purposeful and relevant learning experiences and support towards your success with Ducted Systems products and processes.





# Training Options to Meet Your Needs

Our learning opportunities are designed to provide you with the knowledge and skills necessary to effectively and efficiently operate your building. To help you take advantage of the benefits of our training, we offer several ways to approach our courses.

## Ducted Systems Academy (Scheduled)

Regularly scheduled courses with both a classroom and lab component are conducted at our Ducted Systems Academy. Refer to the Class Schedule on [www.ductedsystemsacademy.com](http://www.ductedsystemsacademy.com).

## Instructor-Led Virtual Learning Courses

Learn in the convenience of your own home, office, or work location using Johnson Controls instructor-led virtual learning courses. Our instructor-led virtual learning courses can be used as preparation for a course, to refresh skills, or to provide an effective learning alternative if attendance at a typical classroom course is impractical.

## Courses Offered by Request Only

Some of our courses target a more specific audience and therefore, have lower demand. To continue to satisfy the needs of those who still occasionally need these courses, selected courses are only conducted upon request. To inquire about scheduling a course, contact the Academy at [admin@ductedsystemsacademy.com](mailto:admin@ductedsystemsacademy.com)

## Onsite Learning Programs

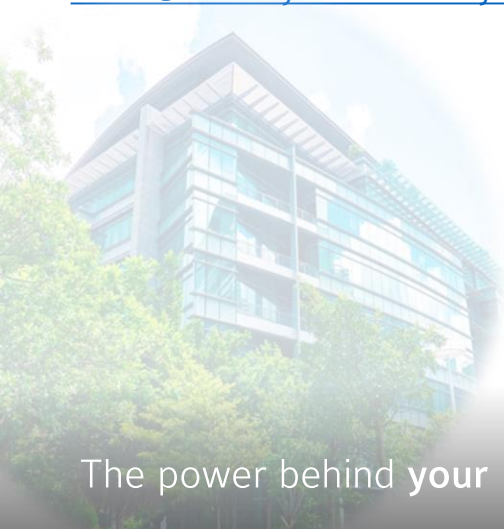
The Ducted Systems Academy can help you make the most of your investment in learning by bringing our instructors and classes to you or the location of your choice. Our onsite courses can be the most efficient and cost-effective way to train as few as ten employees.

Onsite Courses offer several advantages:

- Smaller class size allows for more individualized attention
- Economical as one instructor travels instead of either or more students
- Consistency among employees who learn together as a group

To ensure the success of an onsite course, you provide:

- A minimum of ten students
- A suitable room for training





## ONLINE ENROLLMENT

To browse our catalog and enroll for our courses, please visit our website:

[www.ductedsystemsacademy.com](http://www.ductedsystemsacademy.com)

For more information, email: [admin@ductedsystems.academy](mailto:admin@ductedsystems.academy)

Payment:

Payment can be made using Visa®, MasterCard® or American Express®.

All necessary course materials are included in the tuition listed in each course description.

### Substitutions and Cancellations

We permit the substitution of another participant at no additional fee up to 14 days prior to the course start date. If no substitute participant is available and you must cancel your enrollment, a refund is issued if we receive an email notification at [admin@ductedsystemsacademy.com](mailto:admin@ductedsystemsacademy.com) 30 days in advance of the start of the course. If participant cancellation occurs between 1 and 29 days of the start of the course, the course fee is held for another course date within one calendar year.

### Live Courses (OKC) Travel Policy

Do not book any travel until you receive official confirmation and calendar invitation from our registrar. Upon confirmation from the registrar, the course is confirmed and is taking place as scheduled. We reserve the right to cancel or reschedule courses should low registration occur for any course. We are not responsible for travel changes or costs incurred from airline change fees on arrangements made before receiving official confirmation.

In order to confirm an adequate number of attendees, be advised that dates are subject to change.

### Guarantee

*We stand behind our courses with the following guarantee:*

*If, by the midpoint of the course, you are not satisfied with the course you are taking, Ducted Systems Academy will refund your tuition fee in full, or give you credit toward another course or packaged training program.*

# Scheduled Courses

The power behind **your mission**

## Commercial Applications

Applications Specialist Training is designed to provide sales personnel with the knowledge required to successfully apply DX equipment and accessories for specific applications. This includes the basic knowledge for adding a Verasys Control System to the project. Students gain a solid understanding in core competencies, how equipment is designed to function, how to meet spec with available options, proper accessory selection and the addition of required Verasys system components. Students are provided instruction and visual tours in our lab featuring the product specified. Selection Navigator is reviewed in detail with practical examples to promote an efficient and comprehensive quoting process.

Students are asked to bring specifications and schedules (electronically, with examples of the various DX products and tonnages for some of the class exercises).

Course Duration	Course Fee	Delivery
2 ½ Days	\$1,495.00	In-person
2 ½ Days	\$495.00	Virtual

**Note:** In order to get the best experience from this class, you must have permission to sell the product line(s) and have access to Navigator.





## Commercial Startup & Commissioning

This hands-on course for technicians provides confidence in proper startup and commissioning practices on Ducted Systems commercial equipment and accessories through 50 tons. Students gain a solid understanding in core competencies and how Ducted Systems commercial equipment is designed to function, providing a firm foundation of efficient troubleshooting. Certification is earned when all prerequisites are met and course exam and lab sections are successfully passed, including supervised startup at the conclusion of the course. Johnson Controls Ducted Systems provides tracking and consultation to each individual to assist in attaining certification, including all prerequisites, up to one year following entry into the program.

Benefits of becoming a Ducted Systems Certified Commercial Startup technician:

- Greater confidence and efficiency of service
- Faster recognition of application related issues
- Recognition as “Factory Certified” in Ducted Systems commercial product startup and commissioning

This fulfills the job required when Factory Startup is required. DOA labor extension to 90 days when completed startup form is submitted and approved. Building owners can be confident that properly commissioned equipment protects their investment in their commercial heating and air conditioning system, receiving reliable, efficient operation as intended from the factory.

This course is designed for service technicians. This course includes the use of traditional service and diagnostic tools on LIVE 460-volt equipment. Those that have not received prior instruction on basic service procedures such as digital multimeter usage should NOT consider attending this course.

Course Duration	Course Fee	Delivery
3 Days	\$2,195.00	In-person

See Premier Startup & Commissioning information on page 11.



### Competitive Tear Down Analysis (Competitive Selling)

This 2 ½ day course includes two aspects of training. Days 1 & 2; the participant will have the opportunity to compare JCI made products and other competitive brands. The student will be asked to perform certain simple “hands-on” tasks with each of the products. As the student performs these tasks, they will assess scores on how easy or difficult the task was to perform. Each product such as furnaces, heat pumps and air conditioners will be grouped in like manner, such as tonnage, stages, SEER and AFUE. At the end of the class, all student’s scores will be tallied, and discussion will follow regarding most like features and those found to be difficult.

Day 3, attendees will discover a wide variety of prospecting systems for large or small territories through our “Dynamic Sales Prospecting” training. Participants will learn to use technology, social media and proven “grass roots” methods, to their advantage, and begin building their own personalized prospecting toolkit to make every prospecting effort the most efficient possible.

Course Duration	Course Fee	Delivery
2 ½ Days	\$1,995.00	In-person



## Customer Service Training

The Customer Service Training Program instills critical skills and techniques valuable to anyone in a customer-facing position. Participants will expand Customer Service Mastery by learning to successfully handle customer calls, concerns and emails by understanding callers' intent more clearly.

Customer Service Training features eight 60-90 -minute courses offered on a bi-weekly basis.

Course Duration	Course Fee	Delivery
16 Hours (non-consecutive)	\$349.00	Virtual

Program includes the following courses:

- Importance of Customer Service
- Understanding Your Customer
- Strengthening Contractor Relationships
- Making High Quality Decisions
- Phone Mastery
- Diffusing Customer Situations
- Time Management Essentials
- Identifying Your Leadership Style



Premier Startup & Commissioning

This one-and-a-half day, hands-on course for technicians provides confidence in proper startup and commissioning practices on the Ducted Systems commercial Premier platform live and hands-on at the Ducted Systems Academy Center of Excellence in Oklahoma City.

Requirements for earning certification as a Premier Startup & Commissioning Technician include successfully passing the course, completion of the RTU Toolkit App online course, and current Ducted Systems Commercial Startup & Commissioning Certification (<50 Ton Product). This course is often offered the same week as the Commercial Startup & Commissioning course, making it possible to attend both courses back-to-back in one trip to Oklahoma City. DOA labor extension applies when completed startup form is submitted and approved.

Tuition includes lodging and transportation between the hotel and training center daily, safety glasses with PPE, course materials, breaks and lunches.

This course is designed for service technicians. This course includes the use of traditional service and diagnostic tools on LIVE 460-volt equipment. Those that have no received prior instruction on basic service procedures such as digital multimeter usage should NOT consider attending this course.

Course Duration	Course Fee	Delivery
1 ½ Days	\$1,295.00	In-person

See Commercial Startup & Commissioning information on page 8.





## Product Essentials

This course is designed to teach the full array of JCI's Residential product offerings. This course will also teach the differences of our products vs. the competition and how these can be used in the field to close more jobs.

Course Duration	Course Fee	Delivery
4 Hours	\$350.00	Virtual

## Residential Factory Certification: Gas Furnace

Earn the distinction of being recognized as Residential Factory Certified in Ducted Systems gas furnaces! This three-day live, hands-on course takes place in the Ducted Systems Academy in Oklahoma City, OK.

The Gas Furnace certification experience includes the following products:

- Single Stage Gas Furnaces (80% and 95+% AFUE)
- Two Stage Gas Furnaces (80% and 95+% AFUE)
- Modulating Gas Furnaces (95+% AFUE)
- Package Units with Gas Heat (+ Low NOx Package Unit for California Contractors)

Learn from factory instructors and demonstrate your skills to earn this important recognition! Note: These are not introductory level courses. Enrollment in certification course suggests that the attendee has an excellent grasp on the fundamentals and are ready to move to the next level.

Course Duration	Course Fee	Delivery
3 Days	\$1,995.00	In-person

## Residential Factory Certification: Heat Pumps/Air Conditioning

Earn the distinction of being recognized as Residential Factory Certified in Ducted Systems heat pumps, air conditioning, and gas furnaces! These three-day live, hands-on courses take place in Oklahoma City, OK. Experience Ducted Systems heat pumps and air conditioning, including: Single Stage AC and Heat Pumps, Two Stage AC and Heat Pumps, Modulating Heat Pumps, Variable Capacity Heat Pumps and AC, Heat Pump and AC Package Systems.

Learn from factory instructors and demonstrate your skills to earn this important recognition!

Note: These are not introductory level courses. Enrollment in certification course suggests that the attendee has an excellent grasp on the fundamentals and are ready to move to the next level.

Aside from knowledge gained in this course that supports enhanced efficiency daily, Ducted Systems residential heat pumps, AC started up by a certified technician are eligible for Comfort Plan discounts! Contact your local distributor for discount detail.

Tuition includes up to four nights lodging, transportation between the hotel and Training Center, lunches, lab materials, and PPE.

Course Duration	Course Fee	Delivery
3 Days	\$1,995.00	In-person

## Territory Manager Bootcamp

Four-and-a-half-day immersion camp to give you knowledge, skills and selling techniques that will help you become a trusted partner with your customer. Learn how to overcome objections, KPI analysis, program management and high-end unit teardown with our products vs. the competition. What's included:

- Transformation from Territory Manager to Trusted Advisor
- Marketing techniques and programs training
- Competitive techniques and programs training
- Factory Tour
- Hotel (5 days) Breakfast included
- Hotel transportation to the training facility (airport transportation not included)
- One dinner hosted by Ducted Systems Academy

Course Duration	Course Fee	Delivery
4 ½ Days	\$3,495.00	In-person

## Territory Manager Essentials I

Whether new to territory sales, obtaining a new area, or a veteran in field sales these fundamental skills help deliver focus and effectiveness to large or small territory management in three vital ways. By “Knowing Your Strengths,” “Knowing Your Market,” and “Knowing Your Customer,” this course helps to create a functional plan for on-purpose sales results.

Course Duration	Course Fee	Delivery
2 Days	\$395.00	Virtual

## Territory Manager Essentials II

Having access to critical success factors and resources are key. Participants build a Prospecting Tool Kit, learn the art of closing sales with consumer financing, how to engage customers to keep them on sales target, and how to change the status-quo customer.

Course Duration	Course Fee	Delivery
2 Days	\$395.00	Virtual

**Note:** Ducted Systems Academy suggests all Territory Managers attend Territory Manager Essentials I, Territory Manager Essentials II, Product Essentials, TM Bootcamp and Trusted Advisor.





## Train the Trainer

This is a 3-day course that goes over training in classroom and lab setting. New products power point presentations will be introduced along with lab projects. Measuring and adjusting air flow, superheat and subcooling are a few of the subjects that will be discussed, presented, and performed in the lab. This is a great class for those who have or planning to have some type of training lab at their facility. Tuition includes lodging with transportation provided to and from the training center daily, course materials, breaks and lunches.

Course Duration	Course Fee	Delivery
3 Days	\$1,995.00	In-person

## Verasys Installation and Commissioning

The Verasys Installation and Commissioning class is for contractors, technicians, engineers, and field personnel who are looking to understand all aspects of installing, commissioning, and maintaining the Verasys Control System. Students will learn proper network and wiring requirements, component selection and installation, proper software setup including using the correct configuration file for the application. Students will also learn how to configure the TMR wireless units properly. Finally, students will start up an RTU with Verasys in the lab environment designed to increase skills in real-life startup & commissioning of the RTU building system.

Course Duration	Course Fee	Delivery
2 ½ Days	\$1,495.00	In-person



# Courses Offered by Request Only

The power behind **your mission**

### Business Writing Skills

Employees often devote up to three hours each day struggling to express their thoughts and recommendations in writing. Sadly, this time is squandered if their emails, memos, reports, and other documents are misinterpreted or even ignored. Clear and concise writing is a business necessity and a core organizational skill. This course teaches how to set quality writing standards that help your employees increase productivity, resolve issues, avoid errors and heighten credibility.

In this Franklin Covey course, participants learn processes to create writing that cuts through the clutter. They learn how to write faster with more clarity, and gain skills for revising and fine-tuning every kind of document.

Course Duration	Course Fee	Delivery
3 hours	\$250.00	Virtual

### Multipliers: How the Best Leaders Ignite Everyone's Intelligence

Based on the bestselling book by Liz Wiseman, leaders will gain insight into how they inadvertently shut down intelligence and capability despite their best intentions. In this Franklin Covey course, participants will learn the skill of identifying practical actions to reduce the impact of their "Accidental Diminishers" tendencies on others.

Course Duration	Course Fee	Delivery
1 Day	\$250.00	Virtual

### Presentation Advantage

Not only for formal presentation, this course helps employees at all levels consistently deliver highly successful verbal communication. Learn the mindsets, skillsets and toolsets to better inform, influence, and persuade others in today's knowledge-based world.

Course Duration	Course Fee	Delivery
1 Day	\$450.00	Virtual



### Contractor Success Programs

Learn how to leverage your partnership with the leading HVAC manufacturer by taking a deep dive into the many benefits offered within the various contractor levels. The vast array of programs provides a competitive advantage with marketing, rebates and sales tools.

Course Duration	Course Fee	Delivery
2 hours	Complimentary	Virtual

### Commercial Financial Strategy

Many commercial projects can get derailed by underestimating or mishandling of commercial finance. To gain a quantum leap over your competitors, be the all-in-one solution to your commercial customers, and command the commercial project success from start to finish; gain in-depth training into the benefits of the commercial financing program in this course. Also learn important techniques in simple and honest sales closes to secure business more effectively.

Course Duration	Course Fee	Delivery
2 hours	Complimentary	In-person or Virtual

## Performance Builder Series

### Dynamic Sales Prospecting

For the Territory Manager who must grow their contractor base, or revenue streams within their current book of business. This course will help B2B TMs discover a wide variety of prospecting systems for large or small territories. Learn to use technology, social media and proven “grass roots” methods. Begin building your own personalized prospecting tool kit to make your every effort the most efficient possible. They will walk away with immediate win-win game changing skills.

### Effective Recruiting and Interviewing

Has it been a long time since you have made your last hire? Maybe you have never before had to source quality candidates, conduct interview, and make the critical hiring decision. This has a vital impact on your business; you cannot afford to make a wrong hire. This session covers a proven process and real tools to implement before the next crucial staff addition.

### Identifying Your Leadership Style

If you are in sales, then you are a leader. A leader of discussions and a leader of processes with defined goals. How do you do it? How do you gather resources to achieve success? This session takes a brief look at the 10 most common leadership styles used in businesses and organizations. Which one are you?

### Psychology Behind the Sale

Effective “Kitchen Table” selling skills remain critical for Contractors to both win and retain their customer base. When comfort advisors and selling technicians have the honor of presenting in a prospective customer’s home/business, this course gives valuable insight and a simple process to understand why and how customers select who they will buy from and how to strategically separate yourself from your competition. This course offers an incredible glimpse inside the mind of the HVAC customer and gives you the skill to manage this newfound information with integrity and results.

Course Duration	Course Fee	Delivery
2 hours each	Complimentary	Virtual or In-person

### Project Management Essentials for the Unofficial Project Manager

This course encourages attendees to focus on their own current projects for a truly hands-on experience. The work session is ideal for those with little or no previous project management training, as well as those who are taking on an increasing number of project-oriented assignments.

Course Duration	Course Fee	Delivery
1 Day	\$250.00	Virtual

### Selling with Consumer Financing

Most of your competitors have financing but don't know how to use it in-home to close sales. Build your comfort and confidence in this course by taking an in-depth look into the different financing programs offered to dealers and end-users alike. Learn important techniques in simple and honest sales closes to secure business more effectively.

Course Duration	Course Fee	Delivery
2 Hours	Complimentary	Virtual or In-person

### Time Management Essentials

The barrage of information coming at us, coupled with the demands of our professional and personal lives, often creates a feeling of being buried alive. This overwhelming volume of information threatens our ability to think clearly and make wise decisions about what's important. As a result, we frequently fail to accomplish those priorities that matter most in our professional and personal lives. In Time Management Essentials: Powered by The 5 Choices, participants will learn to apply a process that will increase their ability to achieve their most important outcomes. By applying the process, participants will experience a measurable increase in productivity, a renewed sense of engagement, and a feeling of accomplishment at the end of every day.

Course Duration	Course Fee	Delivery
2 ½ Hours	\$250.00	Virtual



### Versatility Sales Pro

Over 75% of the reasons Sales Conversations get stuck or move slowly are due to sellers not communicating in the way that buyers best receive information. When this can be improved or even perfected, then sales decisions occurs more rapidly, relationships are enhanced, and the true value sellers are able to bring can be realized. This builds a trust foundation for long-term sales success and can transform a Sales Professional, Sales Manager, or any Leader's performance for years to come. Join in this 7-hour transformative sales skill journey where you not only discover your preferred communication style, but also sharpen your ability to identify the best way to bring information and value to your customer and team.

Course Duration	Course Fee	Delivery
7 Hours	\$250.00	Virtual or In-person

## 5 Choices to Extraordinary Productivity

Supported by science and years of experience in time management, this solution not only produces a measurable increase in daily productivity but also provides a renewed sense of engagement and accomplishment. In this Franklin Covey course, participants learn to apply a process that will dramatically increase their ability to achieve their highest priorities in the midst of unprecedented distractions.

5 Choices to Extraordinary Productivity combines timeless principles with current neuroscience research to help better manage decisions, attention and energy to consistently make choices that give the greatest return on time.

Course Duration	Course Fee	Delivery
2 Days	\$395.00	Virtual

## 6 Critical Practices for Leading a Team

Leaders on the front lines are critical to business success. First-level leaders make a significant impact on every metric in the business. They impact employee productivity, engagement, customer satisfaction, loyalty, innovation and financial health. The front-line leaders make the difference in the business. However, the role has become more challenging. Most first-level leaders were promoted because of their technical capabilities, yet 80% of leadership success hinge on people's skills.

The "6 Critical Practices for Leading a Team," brought to you by Franklin Covey, will help first-level leader's transition from individual contributors to high-impact leaders who know how to effectively lead a team.

Course Duration	Course Fee	Delivery
1 Day	\$250.00	Virtual

## 7 Habits of Highly Effective People

This world-renowned program from Franklin Covey establishes the foundation for professional effectiveness, increasing productivity, restoring balance, and developing greater maturity and responsibility.

Note: In-person options available upon request. Additional fees may apply.

Course Duration	Course Fee	Delivery
2 Days	\$395.00	Virtual

## Building Business Acumen

Learn essential business strategy development principles - what's required to run a business, helping employees see the big picture, how each one contributes to the business, how cash is generated and why it's critical. This Franklin Covey course includes:

- Linking initiatives to the five essential elements of the business
- Determining margin and the importance of making money and being profitable
- Velocity and the process through which someone can turn inventory or capital
- What creates growth and why
- Why customers buy from some businesses and not from others
- How to link initiatives to the five essential elements of the business

Course Duration	Course Fee	Delivery
1 Day	\$250.00	Virtual

Note: In-person options available upon request. Additional fees may apply.

## Courses Offered by Grandy & Associates

### 15 Keys to Contractor Success

This hands-on, high impact program, offered by Grandy & Associates, will cover 15 key areas that are common among high successful contractors. You will learn about the 15 key areas, and score your company to see how you compare, and where you can improve, and leave with a list of valuable ideas to improve the profitability of your company. You will learn how to:

- Calculate the right profitable hourly rate for YOUR business
- Project the cash flow you will need and how to eliminate shortfalls
- Discuss the budgeting procedure and why it is paramount for success
- Develop a business plan to use for future profit goals
- Identify low-cost marketing techniques that make your phone ring

If you are looking for ideas and methods to increase your bottom line, this class is right for you.

Course Duration	Course Fee	Delivery
8 Hours	\$400.00 \$531.00	Virtual In-person

**Note:** Minimum of 15 participants required.

### HVAC Customer Objection Sales Mastery

HVAC sells well! This Grandy & Associates workshop teaches a process for sales. Invest in this highly interactive workshop that will help you develop and practice a successful sales process. Some unique features and benefits of this training:

- Individual attention: Instructors provide individual attention to help you hone and sharpen communication skills and language that inspires homeowners to buy now!
- Real world training: You will receive tools and templates that help tell your story and help increase sales as soon as you return to the office.
- Get comfortable: You will gain confidence in using the sales process.

Sales mastery is just that - identifying using opportunities to master the process of HVAC sales. You WILL see your mix climb and your profits grow!

**Note:** Minimum of 15 participants required.

Course Duration	Course Fee	Delivery
5 Days	\$1875.00 \$2115.00	Virtual In-person



## Mastering High Efficiency Sales

High efficiency systems continue to be an industry leader in innovation and technology. The unique blend of proprietary features makes it one of the best comfort systems available. Unless customers understand all of the system benefits, they will not see the value of the high efficiency solution. This Grandy & Associates class is designed to equip your team with controversial knowledge so they can describe the system using examples the customer will understand and relate to. From comfort consultants, selling technicians, to the person answering the phone at your office, attendees will leave with greater confidence of how to present the high efficiency advantage.

**Note:** This workshop requires a minimum of 15 participants.

Course Duration	Course Fee	Delivery
8 Hours	\$400.00	Virtual
	\$531.00	In-person

## Service Manager Success

Your Service Department should be the most profitable department in your company! This Grandy & Associates training will help make it happen. You will learn:

- How to pinpoint reasons for poor performance in demand service
- Learn how to conduct a productive and profitable weekly service meeting on what's covered and why
- Define "Qualified Sales Leads" that can turn on retrofit sales full blast
- Determine the number of slow days you have per year that must be filled with maintenance agreement paperwork
- Learn how to properly manage the maintenance agreement entity of your Service Department to maximize profitability
- Discover how to motivate your service techs towards peak performance

Course Duration	Course Fee	Delivery
8 Hours	\$400.00	Virtual
	\$531.00	In-person

**Note:** Minimum of 15 participants required.

# Courses Offered by Grandy & Associates

## Understanding HVAC KPI's

During this Grandy & Associates workshop you will learn the following:

- How to define Throughput as Sales Dollars per Employee per Year
- How to list the key measures of Throughput
- How to give standard values for each ratio per individual counties
- How to use micro-targeted data to establish market profitability based on the specific counties you serve

**Note:** This workshop requires a minimum of 15 participants.

Course Duration	Course Fee	Delivery
8 Hours	\$400 \$531	Virtual In-person

## Understanding HVAC Profitability

This Grandy & Associates workshop guarantees to give you a clearer understanding of the numbers side of your business. The workshop takes place at locations across the country or online so you will have options. You will:

- **Learn Your Numbers:** You will learn exactly what you have to charge to cover costs while generating the profits you want. You will create departmental cash flow budgets, set proper maintenance agreement pricing, and learn to bid jobs based on your cost of doing business.
- **Grow Your Profits:** You will learn the "What If" process of maximizing your profitability. You will be able to model things like adding an employee, changing an overhead cost, increasing the markup on materials, and pricing maintenance agreements. You will learn how these will affect your hourly rate, cash flow, and company profitability.
- **Guaranteed Results:** The return on your investment is guaranteed. If you feel like this workshop wasn't worth your time, we will refund your money! This workshop includes two days of training, relevant workbooks and materials, Planning for Profit Software with post-workshop follow up and much more.

**Note:** This workshop requires a minimum of 5 participants and a maximum of 15.

Course Duration	Course Fee	Delivery
2 Days	\$2,494.00 \$2,800.00	Virtual In-person

## Service Champions

Your approach to delivering 100% customer satisfaction must change every couple of years. Customers change the way they think about our services. Willingness to trust goes up and down. We must continually shift gears with our approach to building trust and delivering 100% customer satisfaction. In this class, you will learn:

- How to consistently make a great first impression
- How to gain the customer's permission to get them involved
- How to build trust by asking great questions
- How to differentiate yourself & build value
- How to harness the hidden power within your service department and make money now

## Sales Champions

In this class, you will learn:

- How to consistently make a great first impression
- How to gain the customer's permission to get them involved
- How to build trust by asking great questions
- How to differentiate yourself and build value that allows you to close more sales

## Dispatch Champions

In the Dispatch class they will see how impactful they can be in increasing the revenue in the company. We will teach them how to identify the most common dispatch problems and build a plan to overcome by understanding the following key elements:

- Confidently run the dispatch board with a productive schedule
- Identify & evaluate the key points to helping a technician run a productive call with the dispatch debrief
- Learn quick & easy ways to get the technician on the right call
- Create a personal mission statement
- Create exciting goals and have fun by playing games
- Walk away with a solid understanding of how to get the right technician on the right call

### Course Fee

\$6,000 virtual or \$7,000 in-person

# Trusted Advisor Program (TAP)

The power behind **your mission**



## Become a Trusted Advisor

*Enhancing Territory Manager skills with our two-year training program*

Do you want to enhance your career skill set with a targeted focus on the needs of our industry across processes, products, and sales?

Join us for an insightful two-year training program for those of you with designs on becoming a Trusted Advisor for your customers.

The Trusted Advisor Program checks all the industry boxes in terms of its content. It represents an excellent opportunity for new or existing Territory Managers to increase their wealth of industry knowledge.

### Year One

- Testing and progress tracking
- Modeled ideally for adult learning
- Sales skills
- Sales processes
- Customer base
- Products

### Year Two

- Two live/in-person sessions designed to accelerate the TM transformation journey
- Deep-dive into the contractor's business
- Mastery of all 5 Stages of the Sales Cycle
- Become a true Trusted Advisor, a strategic business partner for your customers

Course	Course Fee	Delivery
Year One	\$6,000	Virtual In-person
Year Two	\$7,800	Virtual In-person



# Tech Foundry

The power behind **your mission**

Tech Foundry represents a modern means to develop and grow HVAC technician talent with the guidance of a leading HVAC manufacturer, Johnson Controls Ducted Systems. When enrolled in Tech Foundry, your potential high performing installation and service personnel are on their way to becoming their best.

Each Tech Foundry course is mentored by experienced industry professionals. The initial sessions are conducted in an online environment, with full mentor support and peer interaction, followed by immersion in a supportive, hands-on environment at Ducted Systems Academy.

### Virtual Sessions:

Meet face-to-face online with Ducted Systems Academy instructors and peers. These sessions utilize a unique combination of renowned reference materials, local labs, and engaging activities. Assignments and local projects are due weekly; these are the basis of discussion in the virtual sessions.

### Live Immersion

Following the online sessions, skills are practiced hands-on at Ducted Systems Academy in Oklahoma City during a 3-day factory training program.

Duration	Course Fee	Delivery
10 weeks	\$2,995.00	Virtual In-person



# Suggested Learning Paths



## Territory Manager Essentials I

Day 1 (Prospective TM)



## Territory Manager Essentials II

1 – 2 Years



## Territory Manager Bootcamp

6 months – 5 Years



## Trusted Advisor Program

2+ Years



## Customer Service Training Program

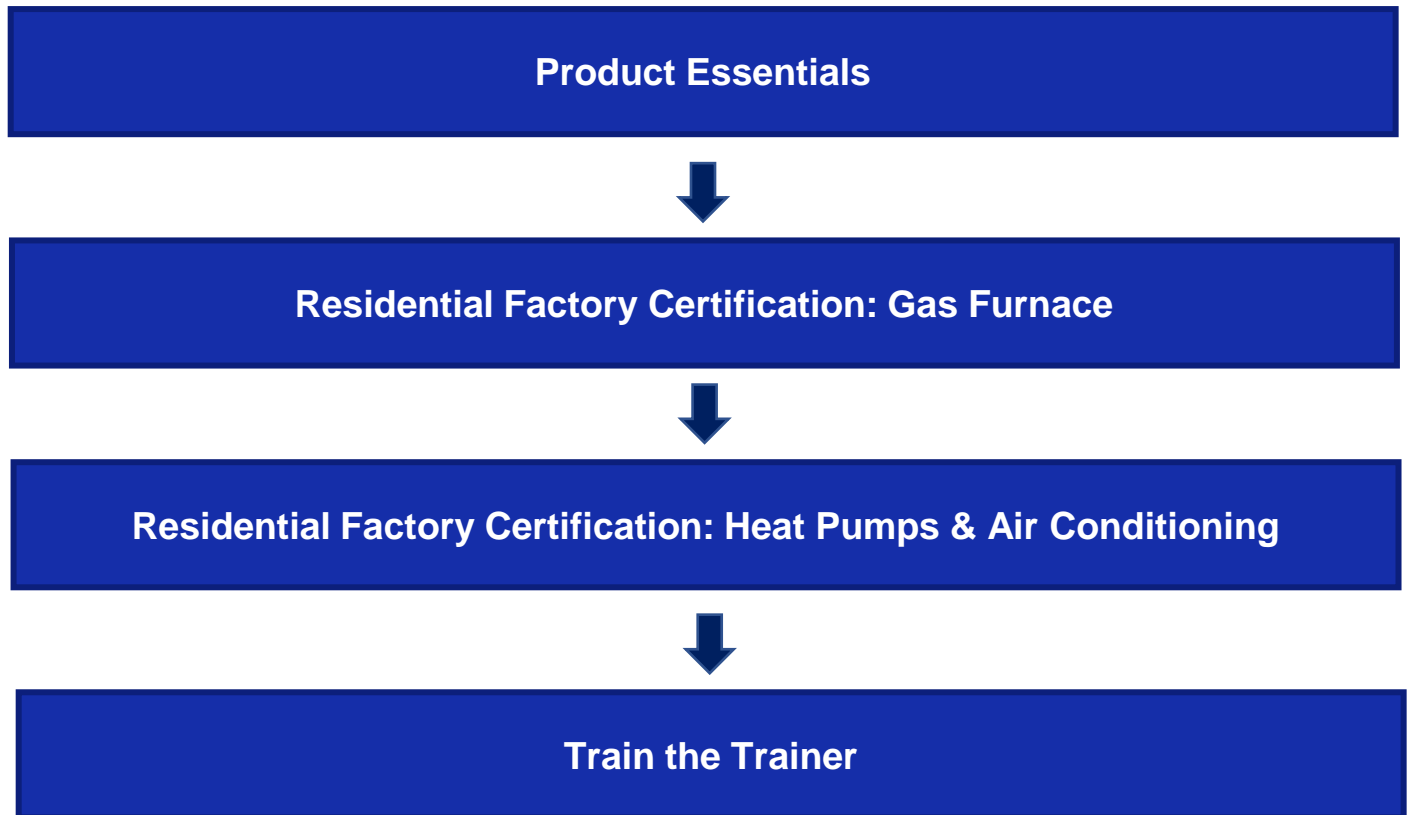
Day 1



## Product Essentials

Months 3 - 6





# Training Calendar

**Note:** *Dates will be updated each quarter.*



# October - December 2023 Training Calendar

Course Name	Course Fee	Available Dates	Enrollment Link
Commercial Applications (In-person)	\$1,495	See Quarter 2	<a href="#">Click to enroll</a>
Commercial Applications (Virtual)	\$495	October 31 – November 2, 2023	<a href="#">Click to enroll</a>
Commercial Startup & Commissioning	\$2,195	October 9 – 11, 2023 October 23 – 25, 2023 November 13 – 15, 2023 December 11 – 13, 2023	<a href="#">Click to enroll</a>
Competitive Selling (Residential Competitive Analysis)	\$1,995	October 31 – November 2, 2023	<a href="#">Click to enroll</a>
Customer Service	\$349	See Quarter 2	<a href="#">Click to enroll</a>
Premier Startup & Commissioning	\$1,295	October 12 – 13, 2023 October 26 – 27, 2023 November 16 – 17, 2023 December 14 – 15, 2023	<a href="#">Click to enroll</a>
Product Essentials	\$350	November 29, 2023	<a href="#">Click to enroll</a>
Residential Factory Certification: Gas Furnace	\$1,995	October 17 – 19, 2023	<a href="#">Click to enroll</a>
Residential Factory Certification: Heat Pumps/AC	\$1,995	November 28 – 30, 2023	<a href="#">Click to enroll</a>
TM Bootcamp	\$3,495	November 6 – 10, 2023	<a href="#">Click to enroll</a>
Territory Manager Essentials I	\$395	See Quarter 2	<a href="#">Click to enroll</a>
Territory Manager Essentials II	\$395	See Quarter 2	<a href="#">Click to enroll</a>
Train the Trainer	\$1,995	October 24 – 26, 2023	<a href="#">Click to enroll</a>
Verasys Installation & Commissioning	\$1,495	See Quarter 2	<a href="#">Click to enroll</a>

# January - March 2024 Training Calendar

Course Name	Course Fee	Available Dates	Enrollment Link
Commercial Applications (In-person)	\$1,495	February 13 – 15, 2024	<a href="#">Click to enroll</a>
Commercial Applications (Virtual)	\$495	January 8 – 10, 2024	<a href="#">Click to enroll</a>
Commercial Startup & Commissioning	\$2,195	January 8 – 10, 2024 January 29 – 31, 2024 February 19 – 21, 2024 March 4 – 6, 2024 March 18 – 20, 2024	<a href="#">Click to enroll</a>
Competitive Selling (Competitive Analysis)	\$1,995	March 5 – 7, 2024	<a href="#">Click to enroll</a>
Customer Service	\$349	Start Date: January 9 or 10, 2024	<a href="#">Click to enroll</a>
Premier Startup & Commissioning	\$1,295	January 11 – 12, 2024 February 1 – 2, 2024 February 22 – 23, 2024 March 7 – 8, 2024 March 21 – 22, 2024	<a href="#">Click to enroll</a>
Product Essentials	\$350	January 4, 2024 March 7, 2024	<a href="#">Click to enroll</a>
Residential Factory Certification: Gas Furnace	\$1,995	February 6 – 9, 2024	<a href="#">Click to enroll</a>
Residential Factory Certification: Heat Pumps/AC	\$1,995	January 23 – 25, 2024	<a href="#">Click to enroll</a>
TM Bootcamp	\$3,495	March 18 – 22, 2024	<a href="#">Click to enroll</a>
Territory Manager Essentials I	\$395	January 17 – 18, 2024	<a href="#">Click to enroll</a>
Territory Manager Essentials II	\$395	February 21 – 22, 2024	<a href="#">Click to enroll</a>
Train the Trainer	\$1,995	February 20 – 22, 2024	<a href="#">Click to enroll</a>
Verasys Installation & Commissioning	\$1,495	January 23 – 25, 2024 February 27 – 29, 2024 March 12 – 14, 2024	<a href="#">Click to enroll</a>

# April - June 2024 Training Calendar

Course Name	Course Fee	Available Dates	Enrollment Link
Commercial Applications (In-person)	\$1,495	May 14 – 16, 2024	<a href="#">Click to enroll</a>
Commercial Applications (Virtual)	\$495	April 8 – 10, 2024 June 18 – 20, 2024	<a href="#">Click to enroll</a>
Commercial Startup & Commissioning	\$2,195	April 8 – 10, 2024 April 22 – 24, 2024 May 6 – 8, 2024 May 20 – 22, 2024	<a href="#">Click to enroll</a>
Competitive Selling (Competitive Analysis)	\$1,995	May 7 – 9, 2024	<a href="#">Click to enroll</a>
Customer Service	\$349	Start Date: April 9 or 10, 2024	<a href="#">Click to enroll</a>
Premier Startup & Commissioning	\$1,295	April 11 – 12, 2024 April 25 – 26, 2024 May 9 – 10, 2024 May 23 – 24, 2024	<a href="#">Click to enroll</a>
Product Essentials	\$350	May 22, 2024	<a href="#">Click to enroll</a>
Residential Factory Certification: Gas Furnace	\$1,995	April 16 – 18, 2024	<a href="#">Click to enroll</a>
Residential Factory Certification: Heat Pumps/AC	\$1,995	April 2 – 4, 2024	<a href="#">Click to enroll</a>
TM Bootcamp	\$3,495		<a href="#">Click to enroll</a>
Territory Manager Essentials I	\$395		<a href="#">Click to enroll</a>
Territory Manager Essentials II	\$395		<a href="#">Click to enroll</a>
Train the Trainer	\$1,995	April 30 – May 2, 2024	<a href="#">Click to enroll</a>
Verasys Installation & Commissioning	\$1,495	April 30 – May 2, 2024	<a href="#">Click to enroll</a>

# July - September 2024 Training Calendar

Course Name	Course Fee	Available Dates	Enrollment Link
Commercial Applications (In-person)	\$1,495		<a href="#">Click to enroll</a>
Commercial Applications (Virtual)	\$495		<a href="#">Click to enroll</a>
Commercial Startup & Commissioning	\$2,195		<a href="#">Click to enroll</a>
Competitive Selling (Competitive Analysis)	\$1,995	September 24 – 26, 2024	<a href="#">Click to enroll</a>
Customer Service	\$349	Start Date: July 9 or 10, 2024	<a href="#">Click to enroll</a>
Premier Startup & Commissioning	\$1,295		<a href="#">Click to enroll</a>
Product Essentials	\$350		<a href="#">Click to enroll</a>
Residential Factory Certification: Gas Furnace	\$1,995		<a href="#">Click to enroll</a>
Residential Factory Certification: Heat Pumps/AC	\$1,995		<a href="#">Click to enroll</a>
TM Bootcamp	\$3,495		<a href="#">Click to enroll</a>
Territory Manager Essentials I	\$395	September 18 – 19, 2024	<a href="#">Click to enroll</a>
Territory Manager Essentials II	\$395		<a href="#">Click to enroll</a>
Train the Trainer	\$1,995		<a href="#">Click to enroll</a>
Verasys Installation & Commissioning	\$1,495		<a href="#">Click to enroll</a>

# Tuition Offset Programs

The power behind **your mission**



## Academy Match Dollars

Academy Match Dollars are used at a rate of 50% for each course with three levels of partnership.



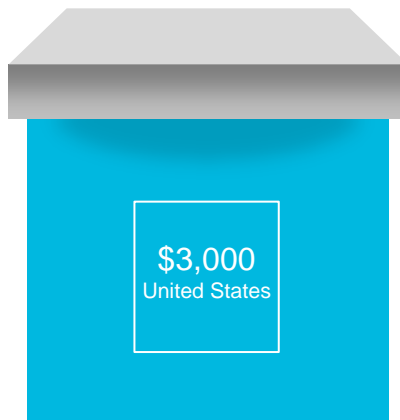
### Liberties

Basic level of partnership with financing and training tools



### Liberties Plus

Enhanced programs helping contractor generate more leads and close more sales with incentives



### Certified Comfort Expert

Highest level of partnership between the contractor, distributor and manufacturer



## Co-op Program

Visit Marketing Navigator for information.



The power behind **your mission**