

Advanced Track Agenda

RIS Sales and Business Development

Instructor: Roland Graham, HDHomes.tv, RIS

This is an intensive training course that teaches specifics on how to sell profitable jobs. You will learn to define core markets, identify specific clients, resolve conflicts between buyers and sellers, and in general, how to get the most out of running your business. It is an invaluable course that will save you thousands of dollars, and help you increase your profits immediately.

AGENDA

Day 1- Sales and Business Development

- Customer Demographics
- What Your Customers Buy
- Why Your Customers Buy
- The Emotions of Purchasing
- Success Stories from the Market Place
- How Do Integrators Function
- What's Our Product
- How to Explain It So People "GET-IT"
- Services; The Value Proposition
- Building Key Relationships
- Creating a Referral Network
- Becoming Remarkable
- Bootstrapping to Success

Day 2- Sales and Business Development

- Setting up Client Meetings
- Opening Relationships
- Controlling Client Expectations
- Contracts, Agreements, and Proposals

HAI Factory Training

Instructor: Harold Lester, HAI

Factory Training is designed to instruct installers at a basic or intermediate level in the installation, setup and advanced programming of HAI home control systems. Harold Lester has 15 years of experience in the industry as an installer, technical support representative, and technical trainer.

Day 3 – New Products

HAI New Products

- Surveillance
 - NDVR
 - Bullet Camera
 - Dome Camera
- Two Way Cellular Communications Center
- Omnistat2 Thermostats
 - RC 1000
 - RC 2000
- Load Control Module
- Interface Options
 - Snap-link Mobile
 - PC Access 3.0

Why should you attend this training?

A phenomenal story was written on the Residential Integrator School covering the 21 Lessons learned when you attend this educational retreat.

http://www.cepro.com/article/21_lessons_learned_from_the_residential_integrator_school/

"The techniques learned at RIS have already helped me to have the **most successful month** I've had since starting my business..."

- Chris Pastush, owner of Dynamic Home Systems

"I can't thank you enough for the training you gave my guys at the last R.I.S.. **They came back smokin' and now are on fire!** They remind me almost everyday of how incredible you were and I look forward to taking your class later this year when I attend the school."

- Jeff Harrington, CEO of Integrated Home Solutions

"[RIS] is just great, the info and tips that you get there are **priceless...**"

- Ricardo Martinez, Research and Development for Grupo Melo (BC, Mexico)

"The flexibility of the business model presented makes it easier for me to **start producing revenue** without having to resolve every issue of entering a new industry. I was especially pleased at the high quality of the attendees. Our class consisted of many business owners currently active in the home automation/control market, licensed electricians, educators, computer industry types, and builders. This high quality of attendees added their **real life experience** to the market and technical knowledge presented."

-Tom White, Owner of Look-NoWires