



HVAC Products Sales Seminar & Workshop

Increasing Sales With “Basis-Of-Design” Performance Specifications

Seminar Workshop Date:

Monday, January 31, 2011 (8:00 – 10:00 A.M.)

Full Hot Breakfast Provided - Doors Open At 7:30 A.M.

Location:  Clarion Hotel – 305 Convention Center Drive
(Within Walking Distance To Convention Center)
Las Vegas, NV 89109 Phone: 702-952-8000

Seminar & Workshop For

HVAC Product Manufacturers’ Sales/Marketing Managers And Sales Reps

This seminar workshop is designed to help HVAC manufacturers’ sales/marketing managers and sales reps understand how to “sell” to the professional consulting engineer in a manner that will help increase product specifications which will lead to greater sales and market share opportunities.

Seminar Topics Covered

- ✓ *Forms Of Product Specifications*
- ✓ *Reducing Bid Day Risk By Being The “Basis-of-Design” Specified Product*
 - ✓ *HVAC Product Features/Benefits Marketing To Engineers*
 - ✓ *Understanding The CSI “3-Part” Specification*
- ✓ *Key Components of A “Basis-of-Design” Product Specification*
- ✓ *Developing Your Customized “Basis-of-Design” Performance Specification*

*Each Participant Will Receive A Workbook To Guide Them Through A
Features/Benefits Analysis of Their Products And Development Of A “Basis-of-Design”
Performance Specification*

SPEAKER: Steven G. Liescheidt, P.E., CCS, CCPR

Mr. Liescheidt is a registered Professional Engineer with over 30 years experience in the professional consulting engineering and product sales/marketing segments of the building construction industry.

Mr. Liescheidt has a Bachelor of Science Degree in Mechanical Engineering and an MBA degree. In addition, he has both a CCS (*Certified Construction Specifier*) and CCPR (*Certified Construction Product Representative*) certification through the CSI (*Construction Specifications Institution*).



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Registration Form

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Name: _____ **Title:** _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____ **E-Mail:** _____

Types Of Products Sold: _____

Course Fee of \$175 Per Person Pre-Payment & Registration Required

**Make Checks Payable And Mail This Registration Form
With Pre-Payment Check To:**

SPPECSS Consulting, LLC
273 Glen Hollow Drive, Chesterfield, MO 63017

For More Information or Questions Contact: Steven G. Liescheidt, P.E., CCS, CCPR

Cancellation Policy

*Registration Cancellation Up Through December 31, 2010 Will Be Given Full Refund
No Refunds Will Be Given After December 31, 2010*