

NEW & IMPROVED

# DAVE LENNOX ADVANTAGES PROGRAM

We maintained the DLA tradition:

- Eight 2-hour sessions over an 8-week period.
- Arm your dealers with the knowledge, skills, and tools to develop the best sales force in the industry.
- Provide information about the latest Lennox products and technologies.

And then enhanced it with three new components:

## 1 Leader's Guide

- Provides overview of the program
- Clear instructions and guidelines for setting up and delivering each session
- Suggestions for activities to enhance the learning experience

To get it, send e-mail request to [info@hvaclearningsolutions.com](mailto:info@hvaclearningsolutions.com)

## 2 Resource Kit

- Pre-printed, pre-assembled package of materials the salesperson can use in a customer's home
- 3rd party articles to support the sales process
- Duct calculator and Lennox product brochures

To get them, order online at [www.hvacs.com](http://www.hvacs.com) - click on "Dave Lennox Advantages"

## 3 Supplemental Materials

- PowerPoint presentations to enhance and guide delivery of the content
- Games and energizers
- Sample ID badges, sign-up forms, and more

To get them, send e-mail request to [info@hvaclearningsolutions.com](mailto:info@hvaclearningsolutions.com)