

**LENNOX** LIVE

# EDUCATIONAL BREAKOUT SUMMARIES



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ANDROID

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SCHEDULE.

AVAILABLE 2/20

Don't miss the opportunity to attend  
Lennox LIVE educational breakout sessions.

This year we are offering **16 sessions** designed to further educate and empower you and your team to be the most trusted HVAC advisors to your Homeowners. The Session Schedule will be available in the Lennox Event App upon your arrival.

## LEADERSHIP, BUSINESS, PEOPLE

### Create a Better Future for Your Business Through Your Employees!

Join us as we discover the why and how to invest in your employees to create a better future for your business. We are going to cover the benefits of training for the business and employees, who should take training, when should training happen, types of training, budget for training, and how to start.

### How to become a Great Training Company

Many contractors are planning to provide training internally. What are the key concepts required to successfully deliver training internally? How do you develop training materials? Join Lennox Learning Solutions in a discussion on how we can partner with you and assist with your internal training goals and programs.

### Engaging Technicians and Field-Based Teams

The available talent pool of HVAC professionals and technicians is limited. In this session, you will learn how to attract, engage, and retain your field-based teams and technicians and drive a positive workplace culture.

### Operations Excellence - *"Measure Twice, Decide Once: How to use 'What If Analysis' as a Guide to Success"*

Explore data-driven decisions with a Brian Kremmel in an operation centric presentation. From compelling stories to interactive workshops, discover the impact of What If Analysis, collaboration, and continuous improvement for sustained success.

# LIVE 2024 EDUCATIONAL BREAKOUT SUMMARIES

SEE LENNOX EVENTS APP FOR SCHEDULE

## **Transform Your CSR Department Into a Profit Center**

Your CSRs don't like selling. So how do you teach them how to sell more without selling? In this session, you will learn how to create a selling culture inside your CSR department. Armed with the right mindset and process, your CSRs will book more calls, WOW more customers and make more money. Through that, you will increase employee retention and grow your business.

## **AI vs. Human CSR in Crisis, a Winning Formula for Home Service Heroes**

While AI offers speed and information, it lacks the human touch that fosters empathy and trust. This session explores the synergy between AI and human connection in-home service emergencies.

## **Coaching and Accountability: The Powerhouse Duo for Success**

In the pursuit of personal and professional growth, coaching and accountability stand as pillars of success.

Coaching provides a supportive and structured environment where individuals can explore their goals, develop strategies, and identify areas for improvement. A skilled coach acts as a guide, offering encouragement, challenging limiting beliefs, and holding individuals accountable for their commitments.

Accountability, meanwhile, translates aspirations into concrete actions. It involves setting clear goals, establishing deadlines, and holding oneself responsible for progress. This creates a sense of purpose and focus, keeping individuals motivated and on track to achieving their desired outcomes.

## **How to Become an Employer of Choice**

What can you do as an employer to have people knocking on your door to work for you vs. chasing after people to come to you when there is an opening in the business? How do you reduce/eliminate attrition?

## **PRODUCT**

### **Meet the New 2024 Heating & Cooling Product Lineup**

Dealers will learn about the new additions to the Product Line for 2024 including new ACs, HPs, coils, air handlers, gas furnaces, IAQ and Smart thermostat products.

### **How to Win the 2025 Refrigerant Transition**

Dealers will gain an understanding of the refrigerant changes and what impacts it has on products, tools, storage, transportation, installation and service.

### **Meet the New 2025 Heating and Cooling Product Lineup**

Dealers will learn about the new, low GWP product lines for 2025.

# LIVE 2024 EDUCATIONAL BREAKOUT SUMMARIES

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## SALES & MARKETING

### **Adapt and Thrive: How to Evolve Your Marketing for Maximum Results**

In today's dynamic business landscape, aligning your offline and online marketing efforts is crucial for success. Discover how to create a seamless and cohesive brand presence that resonates across all channels. Whether you're a seasoned marketer or just starting, this is your gateway to unleashing the full potential of your marketing.

### **Using the Power of Lennox Digital Tools**

Harness the power of Lennox.com and LennoxPros to efficiently generate leads, and manage your leads and service calls. Learn how you can effectively manage your orders with time saving personalized recommendations such as Smart Lists, product recommendations on PDP, etc. Also, get a sneak peek into upcoming improvements on both Lennox.com and LennoxPros.

### **Dealer Panel: Strategies for Implementing Operational Efficiency**

Join this interactive discussion where you can ask questions to a professional panel of Lennox dealers. We'll hear everything from their background in the HVAC business, their strategies for implementing efficiencies, and how they are looking ahead at the future.

### **Digital Buying Journeys for HVAC: How to Capture More Sales and Drive Recurring Revenue**

Lennox dealers will learn trends and insights surrounding online shopping behaviors of consumers and how to leverage those behaviors to drive more sales and win customers for life. Lennox dealers will also learn how other Lennox dealers are using automatic filter deliveries to increase customer touch points and drive more profit in their business.