

Cost is per student and will be billed through your distributor. Select the link below to log into My Learning Center for registration or to view additional course details. **Please make note of time zones.**

[Confidence and Communication – The Loop]

\$240 - 4 Factory Elite Hrs. **Presented by:** People Factor

[Class 1] [October 27, 8 - 12pm CDT](#)

[Class 2] [October 28, 1 - 5pm CDT](#)

Build confidence through stronger, more intentional communication by exploring the continuous loop between thoughts, communication, responses, and confidence in sales conversations, customer interactions, and team collaboration. Participants will learn how weak communication can lower confidence and how strong communication can improve responses and results, along with practical ways to strengthen their message and mindset in real-time situations.

[From AI Fundamentals to Building Your Own Marketing Assistant]

\$210 - 4 Factory Elite Hrs. **Presented by:** All Contractor Marketing

[Class 1] [October 29, 1 - 5pm CDT](#)

[Class 2] [October 30, 8 - 12pm CDT](#)

This workshop helps HVAC professionals move beyond basic prompting and use ChatGPT as a practical business tool. Participants will explore key ChatGPT features, learn effective prompting strategies, organize company knowledge, and discover ways AI can support marketing, customer communication, operations, and content creation. They'll also build a professional-grade social media content generator using advanced prompt engineering techniques. By the end, participants will know how to use ChatGPT effectively and create AI assistants that save time, improve consistency, and deliver real business value.

[Creating the Next Generation of Company Managers]

\$700 – 12 Factory FAD Hrs. **Presented by:** BDR

[Class] [October 27-28, 7:30 – 2:30pm CDT](#)

This class helps new managers transition from individual contributors to effective leaders. Participants learn essential skills in time management, delegation, prioritization, mentoring, and measuring financial success in installation and service. Owners adding their first manager will also learn how to set their new leader up for success.

[Identifying & Measuring Key Performance Indicators]

\$200 – 4 Factory Elite Hrs.

[Class 1] [October 29, 8 - 12pm CDT](#)

[Class 2] [October 30, 1 - 5pm CDT](#)

Do you know how much revenue you are getting out of each service truck and install truck? Are you tracking labor percentages on your P&L to make sure you are leveraging your most valuable asset? How do you do at generating gross profit and net profit for your company? This class will help you recognize the key items you should be tracking to optimize success! Learn how your measurements of key performance indicators have a direct impact on your growth and profitability.

[Strategic Leadership & Essential Skills to Run a Profitable Service Department]

\$200 - 4 Factory Elite Hrs. **Presented by:** BDR

[Class 1] [October 26, 8 - 12pm CDT](#)

[Class 2] [October 27, 1-5pm CDT](#)

Presented by: Business Development Resources (BDR)

In today's competitive HVAC industry, effective leadership is crucial for driving team performance and achieving organizational goals. This course aims to equip HVAC Service Departments with the essential skills and knowledge needed to excel in their roles. Effective communication is a cornerstone of successful leadership, and we will learn how to develop great communication skills that build trust and drive results within teams and with customers alike. Finally, we will delve into the key performance indicators (KPIs) relevant to the HVAC service sector, identifying which metrics to track to measure success and facilitate continuous improvement.

[The Science Behind Persuasion]

\$240 – 4 Factory Elite Hrs. **Presented by:** People Factor

[Class 1] [October 26, 1 - 5pm CDT](#)

[Class 2] [October 28, 8 - 12pm CDT](#)

Why do some conversations naturally lead to agreement, while others stall—even when your logic is solid? The answer lies in understanding how people actually make decisions—not how we assume they do. This course explores the psychology of influence, mindset, and human decision-making to help participants communicate more effectively, build trust and credibility, and apply proven principles that lead to stronger outcomes in customer, team, and everyday conversations.