



Mitsubishi Product Application Training

8am - 12pm

Learn about practical applications, features, and benefits of Mitsubishi Electric HVAC systems, using real-world residential and light commercial scenarios.

In-Home Selling 101

1-4pm

Equipping HVAC professionals with the skills, tools, and confidence to successfully sell Mitsubishi Electric Systems directly to homeowners, focusing on consultative selling techniques.

TRAINING TOPICS:

- Overview of Product Lines
- Application of Ductless & Ducted System Best Practices
- Design Considerations
- Installation Tips & Common Pitfalls

WHO SHOULD ATTEND?

*Sales Professionals / Installers /
Business Owners & Managers /
Designers & Planners*

TRAINING TOPICS:

- Understanding Homeowner Needs & Pain Points
- Presenting Solutions in a Compelling, Easy-To-Understand Way
- Using Available Tools to Create a Competitive Advantage
- Describing Comfort Benefits and Energy Savings
- Closing Techniques and Follow-Up Strategies
- Overcoming Common Objections

WHO SHOULD ATTEND?

*Sales Consultants & Comfort Advisors /
Distributor Sales Reps / Techs Transitioning to Sales
Business Owners & Managers*

Februray 25, 2026
LAS VEGAS

3020 Westwood Drive Las
Vegas, NV 89109 **Cost: \$25**

*Scan to
RSVP*

