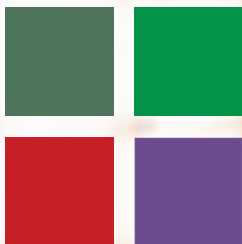


**MAKE PLANS TO ATTEND THIS INFORMATIONAL SESSION!**

# Are you doing all that you can to put profit in your Bottom Right Corner?

## Bottom Right Corner



A Work Your Way Outdoors Dealer development tool  
offered exclusively by International Comfort Products.

*"Choices selling offers dealers a simple way to present their customers with all of their home comfort options, all in one professionally prepared brochure. By offering Platinum, Gold and Silver choices, customers can quickly compare product benefits and make an informed decision."*

*Bill Hallenberg, AirOn Supply, Inc.*

**Join us as ICP leads a discussion that introduces proven business and sales strategies you can start using immediately.**

**Topics include:**

- Creating a vision for your company
- Differentiating your company from competitors
- Pricing materials and labor for gross margins that sustain business profits
- Building customized sales literature based on a "Choices" selling approach to homeowners

**Please join us:**

**March 12, 2010**

**8:30 a.m. – 11:30 a.m.**

Kalahari Resort  
Wisconsin Dells, WI



To register, contact your local First Supply Salesperson or Todd Montgomery at:  
608-661-6981 • [tmontgomery@1supply.com](mailto:tmontgomery@1supply.com)

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