

About Vicki & John La Plant



Vicki and John La Plant are the duo known as Vital Learning Experiences, a 13 year old training and consulting business focused on the hvacr industry. Together, they have a combined 50 plus years of experience in the industry. Vicki and John offer dynamic, practical, real-world training seminars and one-on-one consulting focused on results-oriented systems aimed at improving profitability. Everything they know about the heating, and air conditioning industry has been learned from some of the best contractors and distributors in the industry.

What HVAC Distributors Say About VLE Seminars

"Very helpful & informative material was presented in a clear & sufficient fashion. Dealer acquisition was the most valuable to me because this is our main focus in 2006. I will be more aggressive in my approach toward dealer acquisition by using the comparative analysis." Kevin Braly



"Included great information for the development of new dealers. The thing I liked most was the friendly relationship that Vicki & John developed with the participants. The instructors have a very good knowledge of HVAC." Robert Fierro

"Vicki & John were very helpful. I enjoyed the entire course. I'm fairly new to the industry so I learned a great deal. I'm going to become more consultative to my customers and invest more time into high potential customers." Travis Garren

For More Exciting Business & Sales Seminars & Product Offerings

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903-786-6262

**There is Only One Reason to
Schedule a Vital Learning Experience
Seminar for Your Employers**



To Make More Money!

Okay, Maybe Two More Reasons



**Vicki & John
La Plant**

The Dynamic Duo of HVAC Instructors

Distributor Customer Service Seminars



Maximizing Your ROI from Inside Sales & Counter Personnel

This seminar focuses on practical, real world ways inside sales and counter personnel can maximize sales and build loyalty with customers. It outlines how to think like

a retailer in order to make the customer feel appreciated and go out of his way to do business with your company. It provides checklist and practice sessions for both telephone and face-to-face interactions with the customer. It also emphasizes the retail strategy of increasing the dollar amount per ticket and suggests practical ways to make this happen.

Distributor Sales Seminars



Today's successful distributor salesperson does more than sell products and services, he must also be a prolific problem solver. These seminars demonstrate how to transform a sales force into successful consultative salespeople who develop strong territories and grow business.

Distributor Sales Boot Camp (2-Day Version)

Distributor Sales Boot Camp presents a business to business strategy for developing a territory by becoming a consultative salesperson. Using a workshop approach, participants analyze their existing customer base and explore ways to develop these customers as well as prospect for new customers. The instructor facilitates a discussion on the importance of understanding the customer's business and bringing products and ideas to the customer to enhance his or her business.

Distributor Sales Seminars Cont.

Distributor Sales Boot Camp (3-Day Version)

The content is the same as for the Distributor Sales Boot Camp (2-day version) with the following additions. Participants are provided a number of specific contractor tools, including templates to aid their customers in improving profits and developing business. With this additional information, distributor salespeople are armed with tools to become true consultative salespeople. Participants leave with 100 action items to develop their territories and improve their customers' businesses.



Refresher for Distributor Salespeople

This is a follow-up session held 3 to 6 months after the initial Distributor Sales Training. The purpose is to reinforce implementation of the key skills presented in the initial training. The instructor reviews key skills and tools and facilitates a discussion on implementation successes and obstacles. Each participant is asked to make a 3 - 5 minute presentation on the successful implementation of a skill or tool from the initial training.

Distributor Financial Seminars

Understanding a Distributor's Financial Picture

This seminar provides basic information on two essential financial statements - the balance sheet and the income statement for key managers in the distributor's company. The training emphasizes how daily decisions made by each person in the organization impact the distributor's financial performance. Practical ideas on improving inventory turns, accounts receivable turnover, velocity pricing, increasing sales and reducing costs are included. Students participate in group exercises to improve the profits of case study companies and to recognize the cash flow implications of improvements in collections and inventory turns

