



It's Hard To Stop A Trane.

Mid-Atlantic Region Weekly Updates 11.28.2023

Recorded Virtual Training Available!

Check out our 1-hour webinars for technical training topics through various products & and diagnostic procedures.

Field Tech Talks

Fall Training Classes are now LIVE!

***If you are registered for a class, we are committed to holding space for you. If you are registered and cannot attend, please cancel your registration. There will be a no-show charge of \$75 per person for technical classes, \$500 per person for business classes, and \$1,495 for ACT Group Boot Camps.**

Please register on the Mid-Atlantic Website - tranemidatl.com
The username is your account number, the password is trane (all lowercase)

If you have any questions, please don't hesitate to reach out to your Account Manager.

| November | Class | Location | Instructor | Time |
|----------|---|------------|------------------|-------------|
| 21 | Odyssey Symbio Introduction | Greensboro | Billy Guthrie | 9:00a-1:00p |
| 22 | Gas Furnace Fundamentals & Troubleshooting | Raleigh | Anthony Maynor | 8:30a-4:00p |
| 28 | Refrigerant Diagnostics/Thermodynamics- Intro to R454-B | Charlotte | Wesley Brookover | 9:00a-3:00p |
| 29 | Introduction to Symbio controls | Raleigh | Jamey Cape | 9:00a-2:00p |

| | | | | |
|----|---|-----------|-----------------------|-------------|
| 30 | Defrost Control Board Operation Fundamental | Charlotte | Christopher Abernethy | 9:00a-3:00p |
|----|---|-----------|-----------------------|-------------|

| December | Class | Location | Instructor | Time | Registration Link/Who Should Attend |
|----------|---|------------|------------------|--------------|---|
| 5 | Refrigeration Diagnostics including R454B | Chesapeake | Bill Smith | 8:30a-12:00p | Register @ www.tranemidatl.com Technicians, Installer |
| 6 | Refrigerant Diagnostics/Thermodynamics- Intro to R454-B | Charlotte | Wesley Brookover | 9:00a-3:00p | Register @ www.tranemidatl.com Technicians, Installer |
| 6-7 | NV&P 2 day Installation and Service Essentials | Midlothian | Scott Beynon | 8:30a-4:30p | Register @ www.tranemidatl.com Contractors, distributors, counter personnel |
| 7 | Mitsubishi Application Class | Wilmington | Lance Mullins | 8:30a-12:00p | Register @ www.tranemidatl.com Technicians, Installer |
| 12 | Refrigeration Diagnostics including R454B | Midlothian | Bill Smith | 8:30a-12:00p | Register @ www.tranemidatl.com Technicians, Installer |

Training Calendar

Register Here!

New Product Naming Tools Now Available

LEAP is for our new Account Managers looking to advance in their careers. It will help build the confidence needed to handle any challenge, practice real-world skills, network, and exposure to over 40 subject matter experts in all areas from sales to service.

Please join us in congratulating our recent LEAP graduates!

- Bruce Stanert - Raleigh DSO
- Sheldon Frederickson - Charlotte DSO



New Naming Flyer

New Naming FAQ

NEW! Electrify Your Perspective LMS Course

We are pleased to inform you about a special end-of-year offer designed to boost EOY sales and encourage the utilization of 2023 Co-Op funds.

Promotion Dates: November 15, 2023 – December 31, 2023

Eligibility & Offer Details: This exclusive offer is available to all enrolled Preferred DSO Dealers who have accumulated Co-Op funds.

Eligible Equipment: Trane or RunTru residential equipment purchased during the promotional period. Trane Dealers who purchase an Extended Warranty for Trane or RunTru equipment with AIG or JB Warranties can submit a Co-Op claim for reimbursement of up to 100%.



Special End of Year Wells Fargo Financing Buy Down for Select TCS Dealers Going on Now

First 10 dealers enrolled in QuikBox Labeling Program will get \$75 logo fee waived.

We've recently launched the Trane QuikBox Labeling Program as a way for you to stay connected to your customers by keeping their brand top-of-mind. Professionally imprinting their logo and contact information on every QuikBox Air Cleaner makes it easy for homeowners to know who to reach out to for their HVAC maintenance and service needs. Get more information on QuikBox Air Cleaners and the Labeling Program [here](#). Submit completed order forms to the NEXT-FD Order Management team (rs.canadianorders@trane.com) for processing.

The first 10 dealers who enroll will have the one-time \$75 logo design set up fee waived! Contact Jennie Bergman (jennie.bergman@tranetechnologies.com) for a coupon code.

| Model | System | APR | Rate | Term | Buy Down |
|-------|--|-----|------|------|----------|
| 400 | Residential Trane Comfort Specialist systems (Systems of 2.0 EER or better) (20-24 SEER) | 5% | 5% | 60% | 10% |
| 400-2 | Residential Trane Comfort Specialist systems (Systems of 2.0 EER or better) (20-24 SEER) | 5% | 5% | 60% | 10% |
| 400-3 | Residential Trane Comfort Specialist systems (Systems of 2.0 EER or better) (20-24 SEER) | 5% | 5% | 60% | 10% |
| 400-4 | Residential Trane Comfort Specialist systems (Systems of 2.0 EER or better) (20-24 SEER) | 5% | 5% | 60% | 10% |

Promotional | Flyer

FAQ

Trane Diagnostics Now Displays Warranty Information

UPDATED! Dealer Calculator Tool

Easily compare tax credit qualifying systems, homeowner system price, and dealer profitability to prepare proposals for selling high-efficiency equipment. This tool is for dealer-use and is not intended to be customer-facing. Please review the demo resources below & the calculator tool video prior to leveraging the tool.

[DEMO TOOL VIDEO](#) [CALCULATOR TOOL VIDEO](#)

[DEMO TOOL](#) [CALCULATOR TOOL](#)

Last updated 11.1.23

Have feedback on the Dealer Calculator Tool? Let us know!
Click [here](#) to share feedback!

A user experience survey has been sent to those who recently submitted claims in Trane Dealer Rewards. The survey was emailed from the Experience Dealer Rewards on November 8th. You have until November 22nd to share your voice!!

Have you checked out the new Trane Link dealer testimonial videos yet?

These new videos highlight the many benefits and features of Link Systems through the voice of dealers who love the new Link technology, the Diagnostics mobile app, and how they provide quicker installations and enhanced Diagnostics data. Play the videos during a meeting with dealers or copy and share the links below. You can also find them in the Connected Comfort Solutions Playbook on ComfortSite.

- [Full-length video](#)
- [60-seconds length video](#)

Consumer Financing - Mosaic Lease Program Termination

Please see the attached letter, the Mosaic Lease Program is terminated. Please reach out to your Regional Finance Manager if you have any questions.

Mosaic Lease Program Termination Letter

Consumer Financing Digital Tools



DID YOU KNOW THAT ONLY 12% OF ENROLLED TRANE WELLS FARGO DEALERS OBTAIN A DIGITAL FINANCE INVOICE?

Paper applications and invoices leave dealers susceptible to chargebacks and difficult customer disputes. Streamline the customer financing process with digital processing options today with Wells Fargo Credit Connect and Remote Transactions. Training sessions for both tools are available. Registration details and session times are in the attachment here. Sessions last about 30 minutes.

Make credit more convenient -Wells Fargo Credit Connect Overview

The Wells Fargo easy online credit application can be completed by the customer at home, either during your initial consultation or before you arrive. And when it's time to finalize the job, you can send invoices and receive signatures electronically — saving you extra trips to the customer's home.

No more pushing paper - Remote Processing

When you process applications and transactions with our digital tools, all required information is sent directly to Wells Fargo, where we store the information digitally. Customers don't need to complete and sign a paper application when you are in their home because you can access the application and invoice information you need electronically.¹

1. This process requires an internet connection. Please ensure your device is able to connect to the internet using your own data package. This process does not include a Notice of Right to Cancel. If you conduct business outside of your normal place of business (e.g., consumer home, fair, trade show, expo, etc.), you're still required to notify your customers of their rights. Paper applications and invoices must continue to be available for those customers who do not agree to receive the terms and conditions electronically.

Wells Fargo Training Flyer

Trade Warriors

The Trade Warriors™ program will bridge the technician and installer shortage by matching transitioning Military Veterans and Trane Dealers nationwide. The program will provide rewarding careers for qualified technicians and help Trane Dealers grow their businesses.

How to get involved: We are actively seeking new dealers to join our program to hire Skilled Veterans from future cohorts. Share the Trade Warriors Program with your dealers. Dealers can learn more information and sign up using the link in the attached portal <https://trane.trade-warriors.com>

Seeking Dealers in the below locations for students currently or previously enrolled in the program.

- Ronald Lindstrom - Cape Coral and Fort Myers, FL
- Eric Sippel - Wilmington, NC
- Saboi Lahtaw - Greenwood, IN
- Ernesto Arellano - Phoenix, AZ
- Darius Johnson - Atlanta, GA
- We have more candidates looking for technician roles with a Trane dealer![See them here.](#)



The Trade Warriors Program is open to dealers across the United States – Once a dealer enrolls in the program, a recruiter will begin seeking candidates for their location!

Check out some of the Trade Warriors Bios with the button below!

Trade Warriors Program with Testimonials

Virtual Tour

Check out the New virtual tours! Now's your chance to see Georgia and New Jersey operations, from anywhere.

You may have seen the incredibly well-received Tyler, Texas virtual tour. A digital walk-through tour where you **can get an insider's view into Tyler's operations from anywhere in the world**, without ever having to travel.

Take the tour any time.

From [this link](#), you can enter your user ID and password. The tour can be taken from both your desktop and mobile device.

What's the virtual tour like?

If you're expecting one long video that drones on and on, you are in for a treat. These self-paced virtual tours are interactive and made up of a series of short videos; you decide which videos you want to see and in what order. You can decide to start your tour in the Packaged Unit facility, at the Mass Spectrometer stop, the Tube Bending area, or an assembly line. It's all up to you. A full tour takes just around **30 minutes to complete**.



Trane Virtual Tour: Tyler, TX

Trane Virtual Tour: Vidalia,
GA

Trane Virtual Tour: Trenton, NJ

Trane Preferred Dealer Program

If you've enrolled in the Trane Preferred Dealer Program, you can start using marketing activities—right away!

There are dozens of ways to use COOP funds in a variety of categories, but here are just a few ideas...

- Branding: Logoed merchandise & swag, uniforms, truck wraps, and decals
- Digital Marketing: Pricebook Digital, and a full range of email, video/TV, and website options
- Traditional Media: Everything from billboards/outdoor signage and direct mail to door hangers and traditional ads in newspapers, radio, and TV
- Training: EGIA, Contractors University, third-party business or technical training (with pre-approval), and even our new Trade Warriors program
- Miscellaneous: Consumer literature, events, shows, sponsorships, and eligible warranty programs

Best of all, it's easy to leverage COOP funds. If you're ready to get started, just head to MAX to check your balance and put them into action. We've also created a dedicated Dealer Resource website to answer common questions you may have, such as:

- How can I use my COOP funds? The following guidelines cover all the details you need on COOP-eligible categories along with ad and COOP requirements.
- [COOP Advertising Guidelines](#)
- Can I get pre-approval to use my funds? Yes! In fact, we recommend that you use the pre-approval process in MAX to make sure the creative you are leveraging is COOP compliant.
- [How To Submit a Pre-Approval](#)
- How do I submit a claim? It's a simple process to submit a COOP claim, and this step-by-step guide will get you started.
- [How to Submit a COOP Claim](#)
- Where can I find Trane logos? The Trane image library contains a wide variety of brand-compliant logos in different formats, making it easy to find one that's just the right fit.
- [How to Find Trane Logos](#)

Who to Contact

[NC Contact List](#)

[VA Contact List](#)

Podcasts



Mid-Atl Region- All Dealers

TRANE | 8810 B Airpark West Drive, Charlotte, NC 28214

[Unsubscribe shaun.rigby@tranetechnologies.com](mailto:shaun.rigby@tranetechnologies.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

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