



It's Hard To Stop A Trane.®

Mid-Atlantic Region Weekly Updates 12.05.2023

2024 FieldTechTalk Sessions Coming Your Way

Join us for our 6-part series on homeowner comfort! In these 1-hour sessions, Eric Weiss, technical trainer, will cover topics such as challenges in delivering comfort, customizing comfort through zoning configurations, system design for maximum efficiency and comfort, advanced zone system design, comfort algorithms, and system reliability.

Mark your calendars for the upcoming sessions on Jan 10, Jan 31, Feb 21, Mar 13, Apr 10, and May 8. These sessions are perfect for you and for your dealers – specifically System Designers.

Don't miss out on these valuable insights!

[VIEW SCHEDULE](#)

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.

| 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 excited to announce the launch of our latest eLearning course, "Electrify Your Perspective." In this LMS course, we delve into the concept of HVAC electrification, its profound significance in the current global context, and debunk the numerous myths and misconceptions surrounding it.



Join us as we explore the remarkable benefits of electrification within the HVAC industry. From reduced greenhouse gas emissions to enhanced energy efficiency, and the enticing 25C tax incentives, this course will equip you with the knowledge and tools to embrace this transformative trend. Our product and program experts will provide valuable insights, practical tips, and real-world examples. By the end of the course, you will have a solid understanding of the advantages of HVAC electrification and how it can positively impact your business and the environment. Don't miss out on the opportunity to stay ahead of the curve and unlock the potential of HVAC electrification. The course is available via the Electrification of Heat Hub-Inflation Reduction Act Resources on ComfortSite and through the direct links below.

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.

| OFFER | APPLY TO | APPROVAL | TERM | RATE | MIN. PAY |
|--------------|------------|----------|------|------|----------|
| 0% financing | 12 months | Yes | 12 | 0% | \$100 |
| 0% financing | 24 months | Yes | 24 | 0% | \$100 |
| 0% financing | 36 months | Yes | 36 | 0% | \$100 |
| 0% financing | 48 months | Yes | 48 | 0% | \$100 |
| 0% financing | 60 months | Yes | 60 | 0% | \$100 |
| 0% financing | 72 months | Yes | 72 | 0% | \$100 |
| 0% financing | 84 months | Yes | 84 | 0% | \$100 |
| 0% financing | 96 months | Yes | 96 | 0% | \$100 |
| 0% financing | 108 months | Yes | 108 | 0% | \$100 |
| 0% financing | 120 months | Yes | 120 | 0% | \$100 |

Promotional I Flyer

FAQ

New Product Naming Tools Now Available

As we recently announced, we are renaming products across the Trane portfolio. The new descriptive names will help homeowners to understand the differences between products. In addition, the products have been sorted into three tiers. Combined, the new names and tiering will help dealers explain the varying features and benefits between good, better, and best options and ultimately allow homeowners to select solutions that best fit their needs. The new names will go into effect as each product converts to the new low GWP refrigerant.

The new names by platform are listed in the [New Product Naming Flyer \(PDF\)](#), and the answers to commonly asked questions can be found in this [FAQ \(PDF\)](#).

- This project also has a digital playbook on ComfortSite that will be continuously updated throughout the refrigerant transition process. The playbook will include Learning Modules to dive deeper into the rationale behind the naming process and share more about the naming conventions by product platform. To navigate to the playbook, follow ComfortSite > Marketing Center > Playbook Hub > Trane Naming Transition Playbook.

The NEW Unstoppable Story is now Available to Order



Trane, The Unstoppable Story Booklet, 5/pk

62-7400-01

\$19.00 (5)

(11/2023)

This product supersedes 22-8158-08 Why Trane Booklet

Q DOWNLOAD

Q VIEW PRODUCT



Sort by



ADD TO CART

This new brochure brings a refreshed approach to the old-favorite, the Why Trane brochure. Now, we tell the story of what makes Trane unstoppable in three distinct sections: Design, Testing, and Innovation. We detail how we design with reliability and performance in mind; test until we prove our equipment under the toughest conditions; and achieve leadership by pushing category innovation forward. As an important part of our Unstoppable Model for Dealer Growth, we encourage you to share this piece with prospective dealers to explain what makes Trane the Most Reliable and Most Trusted brand of hvac. The brochure is now available for download and ordering on the Marketing Resource Center with sku # 64-7400-01.

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.

Dealers can learn more information and sign up using the link in the attached portal trane.trade-warriors.com

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

- Eric Sippel - Wilmington, NC
- Ernesto Arellano - Phoenix, AZ
- Terrence Smith - Fort Worth and Dallas, TX
- 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, a recruiter will begin seeking candidates for their location!

Program Overview

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)

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