



ASSOCIATED ENERGY SYSTEMS

HearthU Training Academy

NORMALLY
\$100/MO!

To celebrate the launch of AES HearthU, we're offering FREE access to our **"Training a New Salesperson to Succeed"** course thru 12/31/26 - Normally \$100/month! To sign up, follow the instructions below to easily begin the training.

Introducing HearthU Online Training!

HearthU is an online training program designed to equip sales representatives with the skills, strategies, and tools needed to succeed in today's competitive sales environment.

Especially valuable for training new employees, this program rapidly gets them ready to take to the sales floor with knowledge and confidence.

In the first course, ***Training a New Salesperson to Succeed***, you'll find a comprehensive collection of topics that are critical to the sales process:

- *Sales Philosophy and Basics*
- *Fireplace Basics*
- *Estimating and Sales Process*
- *The 7 Step Sales Process*
- *Enhancing Sales Skills*

Training a New Salesperson to Succeed

AES
Hearth University
Training a New Salesperson to Succeed

Sales Philosophy and Basics: 1 / 2
Expectations and Sales Philosophy

Start Lesson

Sales Philosophy and Basics
0 / 2 complete

0% COMPLETE

- ☒ Expectations and Sales Philosophy (30:14)
- ☐ Open and Close Process (with Dave Anderson) (21:08)

Start

Start

Tim Reed

0% COMPLETE

Expectations and Sales Philosophy (30:14)

Open and Close Process (with Dave Anderson) (21:08)

Fireplace Basics

- Fireplaces 101 & the 5 Customer Situations (with Don Parich) (40:52)
- Vent Pipe 101 (with Don Parich) (47:04)

Estimating and Sales Process

- Putting Together an Estimate (with Don Parich) (18:26)
- The Sales Process (19:25)

The 7 Step Sales Process

- Step 1: Greet the Customer (with Kevin Oboed) (29:38)
- Step 2: Understand Their Problem (with Matt Bradley) (13:23)
- Step 3: Advise a Solution (with Matt Bradley) (13:23)

Expectations and Sales Philosophy

In this module, we will focus on setting the right expectations for new salesperson and understanding the essential sales philosophy that will drive their success in the field. It is important for new salespeople to have a clear understanding of what is expected of them and how they can excel in their role.

We will explore the importance of having a positive mindset, strong work ethic, and effective communication skills in the sales profession. By establishing a solid sales philosophy based on building relationships, providing value to customers, and exceeding sales targets, new salespeople will be equipped with the tools they need to succeed in their new role.

Key Lesson Concepts:

- Setting expectations for new salesperson
- Understanding the essential sales philosophy
- Importance of positive mindset, work ethic, and communication skills
- Building relationships, providing value, and exceeding sales targets

1/7

What is the definition of "sales" for AES Hearth University?

Giving value to a customer so they can enjoy their life

Persuading a customer that your products and services are the best

Knowing the most about your products and being able to explain that to your customer

Communicating wisdom to bring a customer to the point of a decision

Free Trial Until December 31st: Training a New Salesperson to Succeed

Simply scan the QR code at the right to begin your FREE trial or navigate to this address on your computer:

<https://aes4home.short.gy/hearthu2026>

