

Educational Sessions Summaries



Choose from **20 sessions** designed to further educate and empower you and your team to be the most trusted HVAC advisors to your Homeowners.

NEW THIS YEAR! CHAMPIONSHIP SKILLS CIRCUIT

We listened to your feedback and added another opportunity for Networking and Education.

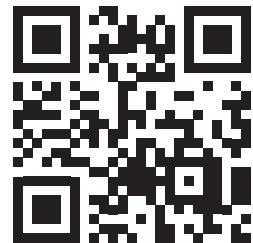
Inspired by the NFL Training Combine and our Keynote Speaker, we will host our first **CHAMPIONSHIP SKILLS CIRCUIT**:

- an immersive, high energy training experience
- participants will compete in fast-paced, time-based challenges that test both technical expertise and sales knowledge
- combines microlearning and gamification for a truly unique, industry-first experience
- designed to build stronger Selling Technicians and Comfort Advisors!

Come compete, showcase your skills, and prove what makes you the best Lennox dealer in town.

You could WIN:

- Bragging rights and a championship trophy
- Incredible prizes
- Winners announced in the Lennox Dealer Newsletter



CUSTOMIZE YOUR LIVE BREAKOUT TRACK

Scan the QR code and take the Dealer Competency Assessment



Mastering the Customer Experience to Close More Jobs

Is it a ridiculous idea to do the same amount of work, but grow your business by 20%? In this session, you will learn the secrets to selling high-end equipment on every job, while maximizing your gross profit. Plus, you will learn the sales process the best comfort advisors use to close nearly every job.

Adapting to the Modern Homeowner

Adapting to the Modern Homeowner explores how convenience, predictable costs, and peace of mind are reshaping HVAC repair and replacement decisions.

From Online Store to Smart Store: How AI Is Improving eCommerce Results for Lennox Dealers

Learn how AI, pricing transparency, and buyer control are driving real revenue.

LIVE 2026 EDUCATIONAL BREAKOUT SUMMARIES

SEE **LENNOX EVENTS APP** FOR SCHEDULE

Future Proof Your Marketing

Future-proof your marketing strategy by understanding how AI is reshaping search, customer behavior, and ROI for today's top contractors.

How to Use AI to Increase Leads & Close More Deals

AI search is rewriting how homeowners find HVAC pros, and the contractors who respond fastest will win more calls, more booked jobs, and more revenue from every lead.

Real Marketing Stories that Drive Real Results

Hear real marketing case studies showing how to use AI, branding, and smarter messaging to increase your visibility, leads and revenue.

Affordability Wins: How Smart Money Options Help You Close More Deals

Don't lose deals to your competitors that are actively offering financing.



TALENT DEVELOPMENT



TECHNICAL TRAINING

Investing in Talent: Coaching Conversations & Effective Interviewing

This talent breakout will provide an overview of two critical ways to invest in talent: Coaching Conversations for current leaders & employees; and Effective Interviewing to ensure identification of the best qualified talent.

Building Selling Technicians: The Retention Solution Hiding in Plain Sight

Stop the revolving door. Your retention crisis has a solution: create career paths worth staying for. Learn how to build a selling technician program with the right training, incentive structures, and tools that keep top talent engaged, attract new hires, and drive measurable business growth.

From Air to Water: The Future of Whole Home Comfort

Home comfort is no longer just about air—it's about creating a seamless experience across heating, cooling, and water with the added benefits of IAQ solutions, reliable controls and connectivity. Dealers will gain insights into product features, benefits, and strategies to meet growing consumer demand for sustainable, smart solutions.

Designed with Purpose: Lennox Equipment That Fits Every Application

Discover new Lennox equipment designed with purpose to deliver the right fit, performance, and solution for every application.

Breakdowns Are Calling: Are You Capturing the Job and the Revenue?

From faster installs to instant access to emergency replacement inventory, this session shows how ADP and Lennox Commercial help contractors capture more jobs, enter new markets, and grow profitable, dependable revenue.

FINANCE **OPERATIONS**

Building Trust & Added Revenue on Every Home Service & Sales Call

Use AI insights and accountability coaching to align techs and CSRs, eliminate hidden performance gaps, and stop daily revenue leaks.

Using AI to Turn Your Call Center into a Revenue Machine

Discover how AI helps Lennox dealers eliminate missed calls, handle high volume, and drive growth with inbound and outbound calling.

Designing the Customer Journey That Sells

Most companies buy AI hoping it boosts sales. The winners design the customer journey first, then use AI and humans in the moments that matter.

Pricing for Profit

Pricing isn't just math — it's strategy. In this session, learn how leading HVAC dealers maximize margin, position value, and confidently sell at the right price. We'll cover proven tactics to overcome price objections, protect profit, and build a pricing culture that wins in any market.

Overlooked ServiceTitan Features That Drive Efficiency

If you think you've mastered ServiceTitan, you might be surprised at what you don't know you don't know. In this session, we're spotlighting a set of powerful, underused features that can simplify your workflow, tighten up your processes, and save your team hours each week.

How AI CSRs are Quietly Changing in the Industry

Discover how an AI Voice CSR quietly reshapes calls, boosts bookings, and stays on-brand using a three-layer system you can actually control.

Build for Profit Today, Build for Sale Tomorrow

Learn how to maximize profit now while structuring your HVAC company for succession or sale, exploring exit options that increase value and flexibility.

Don't miss the opportunity to attend **Lennox LIVE** educational breakout sessions.

VISIT THE **LENNOX EVENTS APP** FOR FULL SCHEDULE.



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