

EDUCATIONAL BREAKOUT SUMMARIES



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IOS



ANDROID

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

This year we are offering **15 sessions** designed to further educate and empower you and your team to be the most trusted HVAC advisors to your Homeowners. The Session Schedule will be available in the Lennox Events App upon your arrival.

LEADERSHIP, BUSINESS, PEOPLE

Grow With Us: A Path for Partner Success with Lennox

What are the advantages of Lennox Leadership for your business? Learn how our innovative solutions, supportive programs, and expert teams can help you improve your business while delivering exceptional service to your internal and external clients. Plus, learn how to maximize your relationship with your Lennox Territory Management team and take advantage of business improvement opportunities with Lennox Dealer Programs!

Congratulations! You just made a great hire. Now you have 90 days to make it stick.

This breakout session equips you with essential tools for successful employee onboarding. Learn to foster company culture, implement key policies, and streamline pre-boarding activities. Discover best practices for Day 1, effective 30/60/90-day check-ins, and explore valuable resources to ensure a seamless integration for new hires.

What's Holding Your Business Back? Let's Find Out!

After working with top HVAC businesses and industry experts, Lennox Learning Solutions identified six key competencies that drive market dominance, profitability, and sustainable growth. This session reveals the common strengths of high-performing companies, helps you assess where your business stands, and provides actionable strategies to close gaps and accelerate success.

Bridging the Gap: Connecting with the New Generation of Technicians

Learn to adapt training for digital natives, understand the expectations of Gen Z employees, and create career pathways that inspire loyalty. Discover how to cultivate a team culture that unites multiple generations, ensuring a motivated and effective workforce ready to meet today's challenges.

7 Ways to Delegate Like a Pro & Empower Your Team to Grow the Business

Your company's growth shouldn't depend on you alone. The key? Developing a team that takes full ownership—so the business thrives even when you're not there. Keeping a team engaged and accountable while stepping back isn't easy. In this session, you'll discover seven powerful delegation strategies that free up your time, increase profitability, and create a team that's fully invested in success.

What Effective Leaders Do to Engage Their Teams & WOW More Customers

Great leadership isn't just about managing—it's about inspiring. In this session, you'll learn how to create WOW experiences at every touchpoint—over the phone, in the home, and within your team. Discover what top leaders do to keep their teams engaged, foster a culture of excellence, and deliver outstanding customer experiences. Walk away with actionable strategies to elevate your leadership, strengthen team connections, and drive lasting customer loyalty.

PRODUCT

Navigating Regulatory Transitions: Discover the New Equipment Lineup & Get Up to Speed on Current Regulations

With the transition to new refrigerants, we've relaunched your entire lineup of equipment. Learn about new products, our approach to refrigerant detection systems, and get the latest on regulations and changes impacting our industry.

Next-Gen Comfort: The Future of Heat Pumps

You will learn the details you need to know to sell and support the Lennox Powered by Samsung lineup and how to maximize the benefits of the all-new cold climate heat pumps, gas furnaces, and air handlers.

Maximizing HVAC Performance

In this breakout we will review the latest Healthy Climate IAQ products, Lennox thermostats and third-party parts and supplies that support the installation, servicing and maintenance of Lennox equipment.

SALES / MARKETING

Your Biggest Sales Challenges, Solved Live on Stage

Join this high-energy, interactive workshop where we tackle your toughest HVAC sales challenges live on stage. Watch real-world demonstrations of Strategic Empathy, Question Funnels, and Binary Choice techniques—then challenge yourself to master them for greater success. Get ready to engage, learn, and improve your communication, sales, and client satisfaction game!

Empowering You: ServiceTitan | Lennox Integration Insights

Discover how the Lennox | ServiceTitan integration empowers mutual customers to access Lennox product data, customer-specific pricing, and real-time availability directly within ServiceTitan. Learn how this seamless connection enables you to place procurement orders for Lennox equipment efficiently, streamlining operations and driving business growth.

Reputation Management 2.0: AI-Driven Approaches to Handling Reviews

In this session, you will learn about reputation management in the digital era. We will share strategies to help your business, including generating and managing reviews, even negative ones. With AI revolutionizing search, Google has made it clear that reviews and reputation will be top priorities by 2025. Sundar Pichai emphasized that Google's focus is shifting to deliver personalized, AI-driven results. For Lennox dealers—who rely on Google for up to 80% of leads—this evolution will significantly impact call volumes and sales.

Future-Proof Your Marketing: 5 Trends to Know in 2025

The marketing landscape is rapidly evolving, and businesses need to think ahead to thrive. In this breakout we'll share 5 trends you need to know for marketing success in 2025 and beyond. You'll learn about trends relating to AI, local search, video, search in social media, and customer data privacy.

Automate Your Follow-Up, Close More Deals

One of the biggest challenges facing service companies looking to scale is lead conversion. As a company gets bigger, lead follow-up gets harder to manage. Blending the strengths of your team with automated follow-up ensures that 100% of your leads are properly being followed up with, increasing lead conversion. Learn from Chiirp about an automated follow-up system that keeps you consistently engaged with prospects at every stage of the sales process.

eCommerce for Lennox Dealers: Looking Back and Looking Forward

Lennox Dealers are leading the industry with implementing eCommerce as a growth strategy. Learn about how other Lennox Dealers have embraced online estimates & filter subscriptions to drive sales and win more customers.

