

## About Vicki & John La Plant



Vicki and John La Plant are the duo known as Vital Learning Experiences, a 13 year old training and consulting business focused on the hvacr industry. Together, they have a combined 50 years of experience in the industry. Vicki and John offer dynamic, practical, real-world training seminars and one-on-one consulting focused on results-oriented systems aimed at improving profitability. Everything they know about the heating, and air conditioning business has been learned from some of the best contractors in the industry.

## What HVAC Contractors Say About VLE Seminar

“This is my 2nd time to attend the financial management seminar and once again it is worth its weight in gold.” Steve Taylor



“I like the direct connection to the HVAC field. I have had similar courses in college, but this directly related to my business and it was easier to understand.” Jesse Parrish

“Vicki has a unique and refreshing style of teaching. She goes out of her way to make sure everyone goes beyond what they think they are capable of. She is hands down the most knowledgeable and confident instructor I have ever dealt with.” John Catledge

**For More Exciting Business & Sales Seminars & Product Offerings**

[www.vitallearningexperiences.com](http://www.vitallearningexperiences.com)

903-786-6262

There is Only One Reason to  
Attend Vital Learning Experiences  
HVAC Seminars

**NEW  
SEMINAR  
AVAILABLE**

To Make More Money!

Okay, Maybe Two More Reasons



**Vicki & John  
La Plant**

**The Dynamic Duo of HVAC Instructors**

## HVAC Sales Seminars

### LifeStyle Selling = Consumer Choices

This one-day seminar presents the secret to selling in a 13



SEER world. Participants are shown how to create “Total Comfort” packages for homeowners by combining IAQ accessories, convenient services and high efficiency equipment. Templates are included for creating company brochures, energy savings calculations, and pricing software in excel.

## HVAC Customer Service Seminar

### The Ultimate Service Technician



This 4-hour seminar for technicians and installers aids employees in seeing their value and impact on profitability of the company. The cost of losing a customer and call backs is illustrated. Participants also see how they can increase profits by selling maintenance agreements and accessories.

## HVAC Business Seminars

### Maximizing Profit—Pricing Installation & Service



This one-day seminar explains the difference between margin and mark-up. Two different pricing strategies are explained with the emphasis being on how to recover overhead. Participants are given margin, overhead and profit guidelines for installation and service.

Pricing software in excel is included.

## HVAC Business Seminars Cont.

### Measurements, Ratios, Productivity & Other Financial Stuff

Understanding the information an income statement and balance sheet can provide is the focus of this one-day seminar. Participants are asked to analyze a case study company to make improvements in profitability and productivity. Instructors also review the financial statements of participating companies and make suggestions for improvements. Income statement and ratio software in excel is provided.



### Business Planning—Who Wags the Tail in Your Business



This one-day seminar is for the dealer who is tired of having his business “run” him and wants to take control of his business. Each participant is supplied with **excel based software** and more than **100 action items** to create a desired financial improvement for his or her company, including a marketing and training calendar.

### Managing a Service Department to Profitability

This one day seminar focuses on the critical operational processes necessary to make a service department profitable. Accurately tracking service department costs as well as pricing are discussed. Using provided software, each participant projects monthly service sales & costs based on available labor. Different compensation options including pay for performance are also examined. The workshop format of the seminar allows participants to analyze the performance of their service departments.

