



MARKETER  
**TECHNOLOGY  
AND SALES**  
TRAINING

**GROW GALLONS. YEAR ROUND.  
STARTING NOW.**

*New technology is bringing growth opportunities to propane marketers nationwide. The Propane Education & Research Council is committed to helping marketers learn about these new applications and develop sales techniques that work. Each of PERC's seven Marketer Technology and Sales Training sessions delivers the goods on a promising propane-powered product and offers hands-on practice on smart ways to approach clients and close the deal.*

These no-cost sessions will introduce you to new applications of propane and demonstrate how to be successful in markets that offer the greatest growth potential for gallon sales throughout the year. You will also learn about incentive programs that can help you and your customers offset the higher upfront costs often associated with propane-powered equipment.

- GO GREEN WITH COMMERCIAL MOWERS
- MAXIMIZE OPPORTUNITY IN RESIDENTIAL
- RESIDENTIAL PLUS
- DRIVE SALES WITH AUTOGAS
- MAKE IT GROW WITH IRRIGATION ENGINES
- BUILD YOUR SALES IN COMMERCIAL
- EXPAND SALES THROUGH CUSTOMER SERVICE





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**GO GREEN WITH  
COMMERCIAL MOWERS**

Learn how to achieve sales success with landscape contractors, municipalities, and commercial mowing operations. Understand key buying factors and create a strategic plan to leverage the power of propane.



**MAXIMIZE OPPORTUNITY  
IN RESIDENTIAL**

Find out how propane offers measurable cost savings for residences. Learn sales techniques and strategic plans. Be able to understand customer needs and recommend a total propane solution, including tankless water heaters, appliances, heating, and more.



**RESIDENTIAL  
PLUS**

Have you already attended one of the MTST Sessions? Are you hungry for a more advanced experience that gives you essential knowledge and tools for success in residential? This advanced session dives deeper into the residential market to expand attendees' skills and help grow gallons.



**DRIVE SALES  
WITH AUTOGAS**

Learn more about propane autogas and how to partner with OEMs to offer a more sustainable solution for public and private fleets. See the latest technology and refueling developments and get best practice sales techniques to help you break into this exciting market.



**MAKE IT GROW WITH  
IRRIGATION ENGINES**

Learn about the economies and efficiencies of propane engines vs. diesel. Discuss best practice sales techniques, prospect and lead generation, and how to use irrigation engines as a bridge to other applications (weed control, water heaters, generators, forklifts, etc.).



**BUILD YOUR SALES  
IN COMMERCIAL**

You'll gain insight into the different types of commercial properties and the many propane applications that can benefit this market. We'll also cover the target audience by discussing the roles of commercial construction professionals and identifying important decision makers. Plus, we'll show you resources beyond this class that will help you succeed in the commercial market.



**EXPAND SALES THROUGH  
CUSTOMER SERVICE**

Cultivate sales from existing relationships by making the most of every customer service interaction. By the end of this session, you'll understand the residential market opportunity, how to identify customers' needs, and how to match those needs with the right propane solutions for a successful sale.

**FOR MORE INFORMATION**

Learn more about each session and start growing your business today. Visit [propanecouncil.org/MTST](http://propanecouncil.org/MTST) to learn more about the Marketer Technology and Sales Training courses and see how PERC can help you grow your gallons.

**Are you interested in hosting a Marketer Technology and Sales Training session in your area?**

PERC will reimburse your costs up to \$1,500.