

# trane

Increasing a customer's sales can be as simple as providing them with the right tools to educate their customers about new technologies. We created a program for Trane that created immediate interest by focusing on new systems that reduce costs and protect the environment.

- Animation demonstrated how systems operate, for greater retention
- Program designed for multiple applications and distribution
- Resulted in increased sales due to greater understanding of new HVAC options



# influence



thekerrygroup

INTERACT • INFLUENCE • ENGAGE