



Contact Information:
Research Products Corporation
1015 E. Washington Avenue
Madison, WI 53703
Phone: (608) 695-4398
E-mail: mdm@aprilair.com

Introducing. . .

**Marc Marchillo
Director of Training**

With a long and proven track record of successful and highly motivational sales training seminars, Marc Marchillo brings a fresh and vibrant approach to the world of sales.

Marc's approach motivates salespeople to not only "see the light," but to also stay focused after a seminar or training session is over.



Marc has over 24 years of sales training experience, has completed virtually every sales training program available and has even helped train political candidates to strengthen their public speaking skills. He has helped establish and implement numerous training programs for companies like American TV, Best Buy, Sealy Bedding, Yamaha, Bose and others. Marc is a permanent resident on the speakers' bureau with the United Way of America.

Marc's background is extremely consumer, customer and end-user focused. He uses extensive survey data with regards to what and how consumers want to be sold. Marc also uses data from HVAC dealers and distributors alike.

Marc's style is fast paced, interactive, and introspective with a good dose of humor. The focus is always on sales; techniques that have been proven successful in the HVAC industry from territory salespeople to selling technicians to seasoned comfort specialists. His seminars are *not* "Aprilaire commercials," but designed to quickly teach selling skills to anyone with an interest to learn. The strategies taught will lead to increased sales regardless of product or brands.

As Marc points out, selling is all about passion. To get that passion often we need to look at ourselves honestly and implement change. Those that do not embrace change and hold on to the status quo will be perfectly equipped to thrive in a world that no longer exists!