



Coach Train Motivate

*"Where You Put Your Focus...
Is Where You See Results!"*



209-304-5450



coachtrainmotivate.com



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OUR SOLUTIONS

Scalable **MEMBERSHIP** packages combining on-site coaching, virtual training, and leadership support—tailored to grow your team's skills and your company's success.

Plus, our **CTM Toolbox** offers customizable add-ons to meet unique business needs.



HOW WE DO IT

At CTM, we focus on driving growth.

We train Technicians, Comfort Advisors, Business Owners, and Managers to identify opportunities, communicate with confidence, and close sales that benefit both the homeowner and the business. Our programs are designed to build trust, boost performance, and create lasting impact across your team.



TECHNICIAN SALES TRAINING

Real-world closing strategies for Service Technicians and learning all the communication skills from the truck to the kitchen table.

COMFORT ADVISOR SALES TRAINING

In-home consultations built around trust, clarity, and value with enhanced closing techniques.



ADVANCED TECHNICIAN SALES TRAINING

Building trust while transitioning
from service repair to system
replacement.

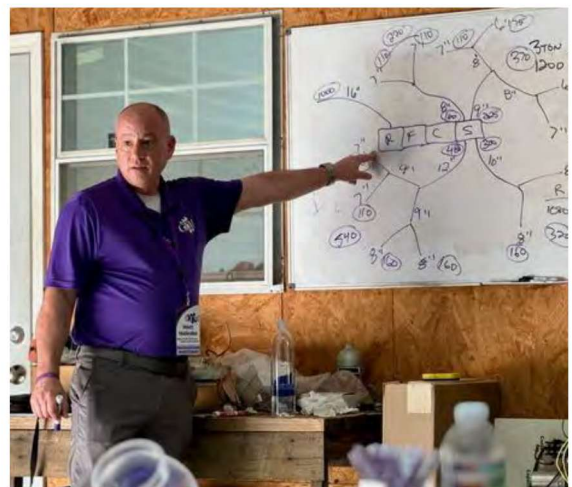


MANAGEMENT & OWNERSHIP CONSULTING

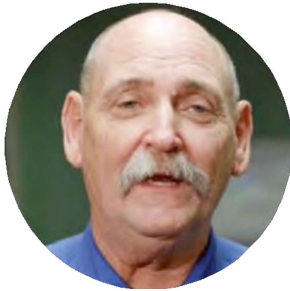
Support for leadership teams to create
culture and structure for scaling your
business growth through process
implementation.

INDOOR AIR QUALITY (IAQ) TRAINING

Demonstrating the difference between
air filtration and air purification while
learning how to present IAQ solutions
to homeowners.



TESTIMONIALS



“Matt changed our culture and Increased revenue by \$1 million”

JOHN BRENNAN

Owner of Associated Heating and Air

“Matt really change things for us. You know, you want to get people better than you and Matt’s definitely better than me”



SHANNON NIELSEN

President, Airplus of California

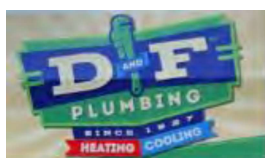


“I was in the field for 20 years and never found quality training—until I found CTM. With CTM, we’ve been able to learn so much on both ends.”

DAVID FLEMM

Owner at Cool Zone

JUST A FEW OF THE COMPANIES WE'VE WORKED WITH



OUR PARTNERS



ELITE CTM MEMBERSHIP



Built for companies ready to elevate performance, culture, and team development with full access to CTM's Elite training and leadership support.

WHAT'S INCLUDED:

TRAINING ACCESS

- 3 On-Site Trainings (3 days each)
- Full access to 4 Virtual Team Trainings:
 - Indoor Air Quality (IAQ)
 - Comfort Advisor Sales Training
 - Technician Sales Training
 - Advanced Sales Technician Training

COACHING & SUPPORT

- Ride-Along Coaching for real-time field development
- Weekly Owner Zoom Calls with Head Trainer (1 Hour)

SCHEDULING

- Flexible scheduling, tailored to your company's goals
- On-Demand Scheduling with CTM Coordinator

ADVANCED CTM MEMBERSHIP



Designed for growing companies that want consistent coaching, on-site support, and team-wide development through CTM's Advanced training services

WHAT'S INCLUDED:

TRAINING ACCESS

- 2 On-Site Trainings (3 days each)
- Full access to 4 Virtual Team Trainings:
 - Indoor Air Quality (IAQ)
 - Comfort Advisor Sales Training
 - Technician Sales Training
 - Advanced Sales Technician Training

COACHING & SUPPORT

- Ride-Along Coaching for real-time field development
- Weekly Owner Zoom Calls with Head Trainer (1 Hour)

SCHEDULING & FLEXIBILITY

- Flexible scheduling, tailored to your company's goals

CORE CTM MEMBERSHIP



Perfect for teams ready to build a strong foundation in sales, leadership, and technical growth with Core training and support.

WHAT'S INCLUDED:

TRAINING ACCESS

- 2 On-Site Trainings (3 days each)
- Full access to 4 Virtual Team Trainings:
 - Indoor Air Quality (IAQ)
 - Comfort Advisor Sales Training
 - Technician Sales Training
 - Advanced Sales Technician Training

COACHING & SUPPORT

- Ride-Along Coaching for real-time field development
- Weekly Owner Zoom Calls with Head Trainer (1 Hour)

CTM TOOLBOX

Customizable Training & Coaching allows you to tailor services to fit your team's needs, whether for building, refining pricing systems, or onboarding. The CTM Toolbox offers flexible options, with standalone services available or as additions to CTM Membership packages for enhanced impact.



THE TOOLBOX

On-Site Training Options

- **Standard 3-Day On-Site Training (\$18,000)**
Includes ride-along coaching and full team development
- **Truck Standardization (\$12,000)**
2-day on-site session to fully standardize one vehicle



THE TOOLBOX

Virtual Coaching & Training

- **Implementation of System Pricing (\$5,000)**
One-on-one virtual review and implementation support
- **1-Hour One-on-One Coaching (\$500/session)**
 - *Technician Sales* (1hour each)
 - *Comfort Advisors*
 - *Managers/Leadership*
- **Virtual Indoor Air Quality (IAQ) Class (\$4,500)**
4-hour training session for your team
- **Technician Sales Training (\$9,000)**
(2) day virtual training session for your team. (4-hours/per day)
*Must complete 3-Day On-Site Training prior.
- **Virtual Onboarding for New Hires (\$4,500)**
Introducing new team members to your sales process and culture
* Company must complete 3-Day On-Site Training prior.

