

Weil-McLain Marketing Bulletin MB1803 - March 20, 2018

2018 SOBH Distributor Participation



Dear Weil-McLain Distributors and Agents,

The 2018 School Of Better Heating is here!

We have launched the announcement and registration for our 2018 School of Better Heating. This year's training event, titled "Condensing Boiler Technology – Residential Contractor Edition," will focus on training **residential contractors** about condensing boiler theory. More specifically, we are highlighting our AquaBalance and Evergreen gas boilers. You can locate course information and registration forms at <u>www.weil-mclain.com/sobh</u>.

Course Objectives:

2-day "**hands-on**" training event for condensing gas boilers featuring the Evergreen and AquaBalance products.

- 1. Condensing boiler technology
- 2. Equipment: Design, construction and operation of condensing boilers
- 3. Installation: Venting, piping and wiring
- 4. Controls: Set up & programming
- 5. Start up, maintenance & troubleshooting

This year's training event kicks off with an exciting tour of our working foundry. We will feature a mix of classroom instruction along with workshops that reinforce the value that Weil-McLain offers every contractor.

Seating is limited, so we are asking for your help in identifying and engaging your target contractors to sign up for the school.

SOBH Website

SOBH Flyer

Note: This event, created primarily for contractor personnel in the sales/installation/service roles, offers strong technical emphasis on product features, installation and service of our condensing products. However, a separate training curriculum for distributors is offered at the same cost for those wishing to attend along with your contractor customer. The distributor sessions will provide a product sales overview with an emphasis on sales. This also includes installation, service basics and other necessary distributor "**Must Know**" items regarding our various programs and support services.

As always, thank you for your continued support of Weil-McLain products and services.