

Date: January 24, 2007

To: Industrial Representative Owners/Sales/Branch Managers  
Commercial Construction Heating Representative/Distributor  
Owners/Sales/Branch Managers  
Tyco Thermal Controls Sales and Field Service

From: Michele Webb

Subject: Tyco Thermal Controls 2007 Sales Rep/Distributor  
Training Schools

The Tyco Thermal Controls Marketing Department is releasing the new training schedule for 2007. The schedule appears below and the course descriptions follow. A school agenda and sign up information will be sent out via rep memo 6 weeks prior to the start date of each training class. The Industrial Heat Tracing University 101 sign up information will be sent out early March.

**Tyco Thermal Controls 2007 Sales Representative /Distributor Training Schools**

**Industrial:**

University 101      Redwood City, CA    April 16-20, 2007

EPC Services\*      Houston, TX            May 7-9, 2007

\*EPC Services Class is only available to Tyco Thermal Controls representatives

**Commercial Construction:**

Commercial            Redwood City, CA    June 12-14, 2007  
Heating Products\*

\* All products except HWAT which will be covered on a regional basis

## **Course Description**

### **Industrial University 101:**

This course will train new sales representatives on the basics of electrical heat-tracing. Topics will include: pipe heat loss, fundamental electricity, heat tracing technologies, and hands-on installation techniques. Basic “features & benefits” product training will cover Raychem Self-Regulating & Power Limiting Heating Cables & Components, Pyrotenax Heating and Wiring Cables, Raychem Tank Pad Heaters, DigiTrace Control & Monitoring Systems, and Tracer Engineered Products. Participants will learn to differentiate Tyco Thermal Controls products and services from competitive products. A TraceCalc Pro design software workshop will be included. This training will also assist new hires with their presentation skills. Attendees will be given a tour of the production facility.

#### ***Prerequisites:***

Attendees must be involved in the active selling of Tyco Thermal Controls Industrial products for a Tyco Thermal Controls representative and/or distributor for a minimum of 6 months.

### **Industrial EPC Services:**

This course will cover the selling of EPC services and will focus on the unique requirements and techniques for up-selling from a product-only sale to successfully promoting EP and EPC projects. Heavy emphasis will be placed on understanding the project cycle and the “who, when and where” to place influence. Participants will be exposed to successful techniques for promoting engineering, design and project management as value-added services. A thorough review of contracts, insurance and labor issues, along with proposal generation will be included.

#### ***Prerequisites:***

Attendees must be an outside sales representative and have attended a basic product training (or equivalent industrial heat-tracing experience).

### **Commercial Heating:**

This course will train Tyco Thermal Controls sales representatives and distributors on the Commercial Heating products and will focus on all aspects of design, installation and sales approach for each application. Products presented will include Raychem XL-Trace, IceStop, ElectroMelt, and RaySol, Pyrotenax MI, DigiTrace power distribution, control and monitoring and finally, automatic snow and ice melting control from ETI. Participants will learn to differentiate Tyco Thermal Controls products from competitive heating cable systems as well as from competitive technologies.

#### ***Prerequisites:***

Attendees must be involved in the selling of Tyco Thermal Controls Commercial Heating products for a representative or distributor for a minimum of 6 months.