

Critical to Close Program



Vision

To be the premier knowledge experts structuring communication of large strategic opportunities, promoting collaboration and utilizing talent and resources within the organization.

Mission

Lead, promote, and influence teamwork and accountability within the organization by leveraging relationships and strategies to improve Trane's position, strengthen opportunity management, and close more orders.

Critical to Close Program

The program is designed to help sales offices close large, strategic opportunities by getting engaged in projects early, developing strategy, communicating across territories and with corporate resources, and by holding the team accountable.

What's in it for the office?

- Point person to coordinate communication amongst multiple sales districts or within one district
- Drive early project engagement and teaming
- Consistent communication and accountability amongst project team
- Create broad, proactive, committed team for each project
- Increase owner influence & partnering
- Strengthen relationships within contract chain
- Demonstrate and get paid for Trane value
- Corporate Visibility & Engagement
- Recognition of successes
- Visible results of the program – Increased closure rate



“Texas Trane is a huge believer in the Critical to Close process, mainly because it is helping us close orders. We have used the process on many jobs now over the last few years and have nailed wins on Dallas Cowboys, Texas Rangers, Toyota HQ, State Farm just to name a few. So why do we like the process? Because it helps all involved to stay communicating and it holds us accountable for necessary actions in the process. I think this is called “Teamwork”. Another great benefit is that you and others in the CTC group have taken on the responsibility to set up the calls, distribute minutes, and ask hard question about what we should be doing to insure success. I feel the CTC process has definitely improved our closure rate, especially when we have multiple offices involved on a project.”

Alan Ash, LEED AP Systems Application Leader



“I’ve been involved in Critical to Close projects from two perspectives. When I was in the field we used the CTC process to position us to win large projects spanning multiple Districts. Then when I switched to Product Management I was involved in several projects that utilized the CTC process. One memorable project involved Commercial Self Contained Units in New York City. As a result of the CTC process, Clarksville built CSC units minus supply air fans and one compressor, then shipped the units to Creative Solutions. Creative Solutions then added plenum fans and a Digital Scroll compressor. We likely would not have execute these design specials without being involved in the project for a year before the project bid. This extra planning time and all the energy invested by the sales team well before the project bid made it clear to me that Clarksville needed to uphold our part in the sales process. Today, CTC can be executed on projects within a District. I like this enhancement as it drives an extra layer of accountability into the selling process on large Critical projects. Why would anyone not use the CTC process?”

Al Fullerton, Vice President Sales



“At first I was reluctant to use the Critical to Close (CTC) program because I thought that I could “go it alone” and still win all of the time. I was wrong and have now embraced the benefits of the program. Statistics show that closure rates and selling levels increase when the program is used and, after participating in CTC programs, our teams have helped secure more than \$70 million dollars in business for our factories and customers. Every sales person should be leveraging this remarkably effective resource.”

**Gary L. Rich, LEED AP
Global/National Account Executive**

CTC Project Guidelines

- Strategic to the office
- Engage early in the process - Prior to Design Development Drawings

CTC Contact

For questions or to submit a project, contact **Brenda Adams**

Learn more at trane.com



Trane – by Trane Technologies (NYSE: TT), a global climate innovator – creates comfortable, energy efficient indoor environments through a broad portfolio of heating, ventilating and air conditioning systems and controls, services, parts and supply. For more information, please visit trane.com or tranetechnologies.com.