

The VFD Specialist

Before the First Fault Selling Course

THE CATALOG KNOWS THE PART NUMBER. THE SPECIALIST KNOWS THE APPLICATION.



2-Day Program | 5 Major Exercises | Copies of both Books | Certificate of Completion

WHY THIS COURSE COVERS INDUSTRIAL, WATER, REFRIGERATION, & HVAC

- **The tier matrix and the 16% truth...is it the Brand or you?**
- **Size in five minutes...just match the "HP" is malpractice.**
- **The 5 knowledge domains that separate you from the competition.**
- **AI-assisted fault tracing...watch AI diagnose, learn to catch misses.**
- **The bilingualist...translate VFD into language that creates POs.**

Its easy...

- **You provide coffee, lunch, & location**
- **Provide 8 to 16 Students**
- **I come to you**

\$1200 per seat

- **travel & expenses included**

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National & International
Brand Agnostic



"40 to 60% close rate increase when specialists are actively involved in customer engagements." from The 10 Immutable Laws

"30 to 50% growth in average order values on specialist-supported opportunities." from The 10 Immutable Laws

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The Laws:

- Experience Trumps Education
- Measure Everything That Matters
- Specialize Deeply
- Specialists Must Be Sellers
- Proximity Is Power
- Knowledge Has a Half-Life
- When We All Fail Hard
- Specialists Scale Through Systems
- Specialists Thrive in Teams
- Customer Problems Define Priorities
- Make Yourself Obsolete

Multiplier Law 1: The Triangle of Trust

Multiplier Law 2: The AI Transformation

Who should attend:

- Distribution sales representatives
- Independent rep agents
- Inside sales
- Application engineers
- Service managers
- Technical sales



About Me



Website



Book #1

A Wayward Leaders Publication



THE 10 IMMUTABLE LAWS OF THE INDUSTRIAL DISTRIBUTION SPECIALIST

How Top-Performing Distributors Build Competitive Advantage Through Technical Expertise



CARL LEE TOLBERT, PHD, CMRP

Pricing Details

Cost per Student:

- Days 1 & 2: **\$1200**
- Materials: **included**

Notes:

- **Anywhere in the US**
- Insured
- Custom options
- CC or Net 15

Simple pricing for serious training

The VFD Specialist

Before the First Fault Selling Course

The First Fault:

- VFDs don't fail. Installations fail.
- The three expectations.
- 80%+ of early failures trace...
- The bathtub curve.
- Installation cumulative effects.
- Sizing a VFD for reliability.
- The hidden lives of motors.
- The five knowledge domains.
- Every fault code is a message.
- Symptoms are not root causes.
- The baseline from commissioning.
- Documentation is not paperwork.
- The drive is listening. AI-enhanced.



Book #2

Before the First Fault

A Field Guide to VFD Installation and Reliability



Carl Lee Tolbert, PhD, CMRP



The Validation Spectrum

High Validation



Days/Weeks

Medium Validation



Months

Low to Zero Validation



Never

Commodity

Applied

When the customer cannot verify, judgment becomes the product.

Day 1: The Knowledge That Makes You Dangerous

- The Socratic Warning: you will be asked. You will answer.
- The Hardware Parity Truth and the Tier Matrix: same topology, same silicon, same physics.
- The 16% Reality: branding is 16% of the industrial purchasing decision. Application is 84%.
- The Three Expectations: reliable performance, longevity, and safety.
- Sizing as Understanding: the ORCA-Size methodology. Derating factors multiply, not add. "Just match the HP" is the sentence that starts the cumulative margin erosion.
- The Motor Conversation: a VFD changes the electrical environment the motor lives in.
- Exercise 1: Drive Selection. Five applications
- VFDs don't fail. Installations fail them. 80%+ of early failures trace to preventable decisions
- The Cumulative Effect: five knowledge domains.
- The Bathtub Curve: the infant mortality phase.
- Working Lunch Bonus: Demystifying Industrial Communications. Modbus RTU, Ethernet/IP, PROFINET, BACnet. Which protocol fits which world.

Day 2: The Selling Conversation

- Exercise 2: AI-Assisted Fault Tracing.
- The Verification Question: can this customer verify their own selection?
- The Divining Rod: three sale types.
- What the Customer Hears vs. What You Said: the bilingual translation applied to VFD language.
- Exercise 3: The Bilingual Translation. Five technical VFD statements translated into language a decision-maker will act on.
- The Problem-First Conversation: scripted openers tied to each knowledge domain.
- Exercise 4: The Divining Rod in Practice. Six VFD customer scenarios. I
- Objection Handling.
- The Share of Wallet Question: your diamond accounts are already buying VFDs from someone. Are they buying them from you?
- Exercise 5: What Changes Monday. One VFD conversation to initiate. One diagnostic question to ask. One knowledge domain to investigate. Presented to the room. Defended under questioning.
- Working Lunch Bonus: The Energy Rebate Conversation. How to find utility incentive programs, calculate the rebate using the affinity laws, and position net cost instead of list price.