Most home service businesses don't have a training problem.

They have a **reinforcement** problem.

Initial training creates momentum, but without structured reinforcement, teams drift back to old habits within weeks. Calendars get loud. Priorities shift. Performance becomes inconsistent. Revenue depends on a few top performers instead of a repeatable system.

RevenueAscent is designed to solve that problem.

What RevenueAscent Is

RevenueAscent is a **12-month reinforcement system** built to stabilize, scale, and standardize revenue performance across your organization. It aligns comfort advisors, service technicians, managers, and leadership around clear standards, consistent practice, and ongoing accountability.

This is not product training.
This is **behavioral reinforcement**—the system that makes training stick.

The Problems RevenueAscent Solves

1. Superheroes Instead of Systems
Revenue lives in a handful of people. Results swing depending on who is working that day. The business becomes fragile and owner-dependent.

2. Training Drift
Teams start strong after training, but without reinforcement, execution fades. Old habits return. New processes never fully embed.

3. Inconsistent Customer Experience
Every advisor and technician handles calls and visits differently. Conversion suffers. Reviews and referrals slip. Marketing gets blamed for problems rooted in execution.

RevenueAscent addresses these issues by embedding reinforcement directly into weekly and monthly operating rhythms.

How the System Works

RevenueAscent combines **immersion** and **process**.
- **Immersion** creates belief, energy, and clarity around what "good" looks like.
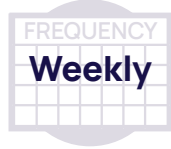- **Process** creates structure, inspection, and consistency so behaviors stick long-term.

Both are required for lasting change.

Who It's For — and What Each Role Receives

FREQUENCY Weekly

Comfort Advisors
- Repeatable consult flow
- Option clarity and early financial conversations
- Objection prevention and guided decision-making

FREQUENCY Weekly

Service Technicians
- Structured service call journey
- Evidence-based recommendations
- Ethical urgency without pressure

FREQUENCY Bi-weekly
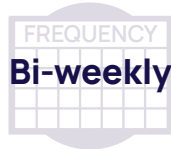
Sales & Service Managers
- Coaching playbook and inspection cadence
- Call reviews, scorecards, and performance huddles
- Use of CertainPath FieldCoach (or Rilla reporting where applicable)

FREQUENCY Monthly
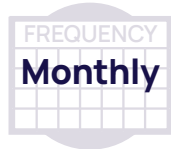
Owners & General Managers
- Monthly leadership performance huddles
- Visibility into adoption, blockers, and next actions
- Alignment between revenue goals and execution

What Makes RevenueAscent Different

- Focuses on **reinforcement**, not one-time training
- Measures **adoption** and **behavior**, not just outcomes
- Builds systems that outlast individual performers
- Creates predictable, scalable revenue execution

RevenueAscent turns randomness into routine—and routine into results.

The Outcome

- Practice becomes process
- Process becomes permanent
- Excellence stops depending on superheroes
- Revenue becomes more stable, scalable, and predictable

This is not a temporary lift.
It is a **permanent elevation in how your business operates**.

Program Leader: Sean Mitchell

Sean Mitchell leads RevenueAscent and brings first-hand experience from every seat in the revenue engine. He sold $8.7 million in residential HVAC in a single year with an 88% close rate, contributing to the company's growth from $12 million to $22 million. Following that success, Sean transitioned into leadership development within private-equity-backed organizations, where he helped reproduce consistent revenue behaviors across comfort advisors, service technicians, and managers nationwide. His work focuses on reinforcement, execution standards, and building systems that produce reliable results beyond individual top performers.