

Free Webinars to Help Grow Your Cooling Tune-Up Business

Dear Trade Ally Partner,

DTE Energy is excited to offer our annual Cooling Comprehensive Tune-Up training series. These free, live webinars are designed to strengthen your team's skills and help you uncover new opportunities to grow your cooling tune-up business.

Whether you're an owner, service manager, technician, or part of the administrative team, each session provides guidance to support the work you do every day.

Introduction to Comprehensive Tune-Ups

Who Should Attend: Owners, Service Managers, Administrative Staff

Topics Include:

- Turning cooling tune-ups into a revenue stream
- Understanding program requirements and best practices
- Implementing marketing strategies for technicians and managers

Upcoming Webinar Schedule

Date	Time	Registration
April 28	8-9 a.m.	Register Here
April 29	8-9 a.m.	Register Here
April 30	5-6 p.m.	Register Here

Advanced Technical Training

Who Should Attend: Field Technicians, Service Managers

Topics Include:

- Communicating the value of utility tune-ups to customers
- Performing non-invasive testing techniques
- Earning Continuing Education Credits (CEUs) — available to eligible attendees through the North American Technical Excellence (NATE) and the Building Performance Institute (BPI)

Upcoming Webinar Schedule

Date	Start Time	Registration
May 5	8-10:30 a.m.	Register Here
May 6	5-7:30 p.m.	Register Here
May 7	8-10:30 a.m.	Register Here

We encourage you to register early, as sessions fill quickly.

Thank you for your continued support of the DTE HVAC Program! Please contact the account advocate team or your account manager for additional support.

Thank you,

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