VRF Manufacturing Leader Continues Award-winning Training Program
Long-known in the comfort-cooling/heating business, Mitsubishi Electric brings an effective training model to the table for HVAC professionals.

As many HVACR industry professionals already know, ductless and variable refrigerant flow (VRF) technology is one of the fastest growing segments of the U.S. HVAC market. In addition to offering a more flexible design that provides personal comfort control to customers, these systems are highly efficient and can dramatically reduce energy costs.

With more than 30 years of experience in the U.S. cooling and heating industry, Mitsubishi Electric Cooling & Heating (Mitsubishi Electric) knows all too well how these systems are advancing the industry. With customer service comprising one pillar of the manufacturing giant’s business model, now more than ever, the company is being transparent with its other pillars: longstanding efforts to enhance people’s lives by improving comfort, conserving energy, promoting unique building design and supporting training/education to the professionals who spec, sell and maintain VRF systems.

Mitsubishi Electric considers training a critical competency and this belief has continued to drive the expansion of its educational offerings, whether at one of its regional training centers, at authorized suppliers, online or a combination of all three. Through these courses, the company provides technical training, sales support, marketing, and product support to HVAC contractors, engineers, distributors, building owners and architects throughout the U.S. The training programs are certified by the International Association for Continuing Education and Training (IACET) for continuing education units (CEUs) and select programs conform to the guidelines of the American Institute of Architects Continuing Education System (AIA CES), so architect attendees can attain AIA CES credits during their training experience.

Training distinguished
Having trained 73,000 professionals since 2009—9,847 in 2015 alone—Mitsubishi Electric keeps the students top of mind, by utilizing subject matter experts when developing training courses. Each course is focused on a specific audience and provides information needed to sell, apply, install and service Mitsubishi Electric systems. Typically, instructors are professionals in the field, and draw from their personal experiences to train attendees. In addition to tailoring the information, content is developed by both technical and adult learning professionals to ensure the information being presented is relevant, comprehensive and comprehensible. Courses are regularly edited and refreshed in order to maintain relevance.

Mitsubishi Electric utilizes end-of-course attendee survey results to check usefulness and instructor effectiveness; annual surveys to determine if the information was used, if it helped and what should be changed; as well as follow-up questions asked over the phone. The end-goal is to increase the effectiveness of hands-on learning, put more product knowledge online to for attendees to gain a basic level of knowledge before attending the course and continue to support professionals in the field with the most up-to-date information available.

What’s available, where?
Mitsubishi Electric features seven regional training center locations, including: Atlanta (Suwanee, GA—Mitsubishi Electric headquarters); Boston (Southborough, MA); Chicago (Schaumburg, IL); Houston; Los Angeles (Cypress, CA); Ohio (Hebron, KY); and Orlando. Ranging in size from 6,000–7,000 sq. ft., each location is identical in layout and features the same products to ensure that any visiting HVAC contractor, engineer or architect is receiving uniform information. Training courses are typically more popular in the spring and fall since attendees have to travel for multiple days which can be challenging in the peak seasons.

Indoor and outdoor units—including CITY MULTI® and M- and P-Series systems—and controls courses are featured at each facility. Presentations are tailored to emphasize products that are more relevant to the region in which the training is occurring. Regions are differentiated by warm/dry, warm/wet, cold/dry, cold/wet climates and different regions may focus on different add-ons, such as Hyper-Heating® in the Northeast. Courses
include: Applications, Controls, Residential Applications, Service, Selling Skills and Diamond Designers, which are geared toward engineering firms or design/build contractors with in-house engineering staff.

About six to seven in-person residential courses and seven in-person commercial courses are offered. Certification hours vary, but eight hours of training is equivalent to 0.8 CEUs. Residential HVAC contractors participate in two to three days of application and service training, while commercial HVAC contractors experience six to seven days of service, application and Diamond Designer training.

In 2013, the company launched its online Learning Management System (LMS) to help make it easier for professionals to search, purchase and manage all Mitsubishi Electric training courses.

Four courses are offered online; each one is divided into modules that average 30 minutes per module. Residential selling courses average three to four modules, while counter sales or product trainings are closer to 10 to 12 modules. Online training is interactive and includes questions, check-ins and situational scenarios that require the trainee to recommend systems.

The LMS also features a VRF case study-like presentation of a real-world application; an overview of the foundation of counter sales; as well as “Overcoming Obstacles—Contractor Objections” and “Residential Selling Skills.” Two eLearning courses are designed to train on a proven sales model that details how to assess a customer’s comfort needs, introduce ductless solutions and sell these systems. Mitsubishi Electric is currently developing curriculum to train distributor staff to build on skills.

Additionally, the company has partnerships with authorized suppliers, making way for a growing number of training centers in other locations, as well. Authorized supplier partner locations offer different trainings based on the type of products they support (residential vs. commercial). Presently, there are 35 partner training facilities across the country.

Course descriptions, pre-requisites, locations, pricing and CEUs attained for each course are available at training.mitsubishipro.com.

In the long run...
The HVAC industry is constantly evolving, and maintaining a solid understanding of the core mechanics, new technology and product deliverables is an absolute necessity in order to provide customers with the most cost-effective, energy-efficient options on the market. Mitsubishi Electric is working to ensure all of these points of service and end-user comfort are being met through the solid foundation of training opportunities available to all levels of HVAC professionals.

Online and in-person trainings are unique—a “needs assessment” is completed with subject matter experts and representatives from the target audience to identify exactly what product knowledge participants will benefit most from learning. Courses are developed in collaboration with adult education specialists, so both the information and how it is presented is relevant to all participants.

Another opportunity to experience Mitsubishi Electric systems in action is to view the equipment in the company’s all-encompassing demo truck that was unveiled during the 2016 AHR Expo. The Mitsubishi Electric demo truck is a mobile unit built to offer an end-user experience with the company’s commercial installed systems. Prominently displayed in the mobile showroom is the company’s CITY MULTI® L-Generation Air-Source unit, in addition to a wall-mounted, a floor-standing and a ceiling-recessed indoor unit, and a variety of controls. The truck is always on the move, so visit mitsubishipro.com/roadshow to find out when and where the truck will be available in your area.

Whether just starting out specifying ductless or VRF systems or a proven veteran in this arena, Mitsubishi Electric ensures complete guidance for HVAC professionals looking to succeed in this ever-growing industry segment.
CITY MULTI® VRF introduces improved efficiency of up to 54%. Welcome to a whole new level of efficiency and flexibility. Mitsubishi Electric’s CITY MULTI L-Generation features unique HexiCoil™ flat tube heat exchanger technology that delivers an up to 50% reduction in required refrigerant charge. You’ll also gain much more flexibility in design and placement, thanks to a 30% smaller system footprint. It’s time to save money and space, while increasing efficiency. It’s time to put Mitsubishi Electric into your plans. MitsubishiPro.com/Ready