




## To Register

- Click the individual course date and time shown below
- Fill out the prompts and submit
- A confirmation email will be sent to the email address provided along with access instructions

## 2025 SPIROACADEMY SCHEDULE

**Note:** All times below are **Eastern Daylight Time.**  
Schedules subject to change.

SPIRO 101	<i>Brass Products - Residential Systems Overview</i>	<a href="#">FRI, 3/14/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 8/8/2025 11:00AM – 12:00PM EDT</a>
SPIRO 102	<i>Steel Products - Commercial Systems Overview</i>	<a href="#">TUE, 3/18/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 6/20/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 9/12/2025 11:00AM – 12:00PM EDT</a>
SPIRO 104	<i>Startup Fundamentals for Spirotherm Representatives</i>	Contact your Regional Manager to schedule
SPIRO 105	<i>Spirotherm Magnet Technology Overview</i>	<a href="#">THU, 5/15/2025 11:00AM – 12:00PM EDT</a>
SPIRO 201	<i>Hydraulic Separation (Primary-Secondary Hydronic System Balancing)</i>	<a href="#">MON, 4/21/2025 11:00AM – 12:00PM EDT</a> <a href="#">THU, 8/14/2025 11:00AM – 12:00PM EDT</a> <a href="#">MON, 10/13/2025 11:00AM – 12:00PM EDT</a>
SPIRO 202	<i>Engineer Presentation Techniques</i>	<a href="#">MON, 3/31/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 5/9/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 8/15/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 10/3/2025 11:00AM – 12:00PM EDT</a>
SPIRO 203	<i>Mechanical Contractor Presentation Techniques</i>	<a href="#">FRI, 5/16/2025 11:00AM – 11:45AM EDT</a>
SPIRO 204	<i>Engineer Presentation Techniques for Specifiers of Centrifugal Air Separators</i>	<a href="#">THU, 3/20/2025 11:00AM – 12:15PM EDT</a> <a href="#">TUE, 8/19/2025 11:00AM – 12:15PM EDT</a>
SPIRO 205	<i>Owner Focus: Solutions Marketing Techniques to Build Additional Revenue Streams</i>	<a href="#">THU, 6/26/2025 11:00AM – 12:15PM EDT</a> <a href="#">FRI, 10/17/2025 11:00AM – 12:15PM EDT</a>
SPIRO 210	<div>  <b>Superior Vacuum Degasser</b>  <b>(Required Training to Sell this product)</b>  </div>	<a href="#">FRI, 3/21/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 4/4/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 5/30/2025 11:00AM – 12:00PM EDT</a> <a href="#">FRI, 6/13/2025 11:00AM – 12:00PM EDT</a>
SPIRO 301	<i>Competition Overview – Residential Markets</i>	Contact your Regional Manager to schedule
SPIRO 302	<i>Competition Overview – Commercial Markets</i>	Contact your Regional Manager to schedule
SPIRO 303	<i>Engineer Sales Strategies: Ten Proven Ways to Win with Engineers and Key Decision Makers</i>	<a href="#">THU, 4/17/2025 11:00AM – 12:00PM EDT</a> <a href="#">WED, 6/4/2025 11:00AM – 12:00PM EDT</a>
SPIRO 401	<div>  <b>35 in 30</b>  35 Years of successful sales techniques in an impactful, 30-minute summary overview </div>	<a href="#">FRI, 4/11/2025 11:00AM – 11:35AM EDT</a> <a href="#">TUE, 5/20/2025 11:00AM – 11:35AM EDT</a> <a href="#">FRI, 7/11/2025 11:00AM – 11:35AM EDT</a> <a href="#">THU, 9/11/2025 11:00AM – 11:35AM EDT</a>



**Engineered Solutions Producing High-Efficiency Heat Transfer**



## 2025 SPIROACADEMY CURRICULUM

### 100 SERIES | FUNDAMENTALS

#### **Brass Products - Residential Systems Overview**

##### **SPIRO 101**

An introduction to Spirotherm brass air and dirt elimination product technologies used in Residential hydronic systems such as heating hot water. Covers product connection sizes from 3/4" to 2".

#### **Steel Products - Commercial Systems Overview**

##### **SPIRO 102**

An introduction to Spirotherm steel air and dirt elimination product technologies used in Commercial hydronic systems such as **heating hot water**, **chilled water**, condenser water, and **geothermal**. Covers product connection sizes from 2" – 36".

#### **Spirotherm Demonstration Kit Overview**

##### **SPIRO 103**

Reviews Best Practice techniques to conduct a product demonstration utilizing the Spirotherm demo kit. Operating the demo kit along with conducting an effective technical presentation requires study and practice. Care & maintenance techniques for the demo kit are also discussed.

#### **Startup Fundamentals for Spirotherm Representatives**

##### **SPIRO 104**

A review of Spirotherm's buy-sell program fundamentals for new Representative personnel. A general introduction to Spirotherm is followed by an overview of our product offering, product sizing and selection, pricing, programs, & procedures, basic sales techniques, and more.

#### **Spirotherm Magnet Technology Overview**

##### **SPIRO 105**

A review of Spirotherm's products that include magnet technology including the Spirocombi / Spirotrap Magnet (brass series) and Spirovent Dirt / Spirovent Quad with Magnet (steel series). Key design features are highlighted along with best practice sales techniques including when contrasting v. alternate designs.

### 200 SERIES | TECHNICAL

#### **Hydraulic Separation (Primary-Secondary System Balancing)**

##### **SPIRO 201**

Reviews how Hydraulic Separator technology should be applied in primary-secondary piped systems in order to balance system flows. The Spirovent Quad with Magnet technology is featured. Residential **and** Commercial system types will be discussed. The content will build upon information presented in SPIRO 101 and 102.

#### **Who should participate - 100 Series:**

- Inside and Outside Sales personnel with 0+ years of experience with the Spirotherm product line.
- Those interested in reviewing fundamental Spirotherm concepts.

#### **Cost:**

**Participation in these virtual courses are free for our Representative Partners.**

#### **To Register**

- On the scheduling page click the individual course date and time shown. Fill out the prompts and submit.
- A confirmation email will be sent to the email address provided along with access instructions.

#### **Course Length**

*Designed for approx. \*1 hour presentation time including technical content plus interactive Q&A.*

(\*unless otherwise noted)

#### **SPIROTHERM, Inc.**

462 Camden Drive  
Bloomington, IL 60108  
(630) 307-2662  
[www.spirotherm.com](http://www.spirotherm.com)



## Who should participate - 200 Series:

- Inside and Outside Sales personnel who possess a fundamental knowledge of Spirotherm products and operating basics.
- Those interested in conducting a more in-depth *technical* presentation to Owners, Engineers, Project Managers, Trade Supervisors, HVAC personnel, and more.

**Cost:**  
Participation in these virtual courses are free for our Representative Partners.

## To Register

- On the scheduling page click the individual course date and time shown. Fill out the prompts and submit.
- A confirmation email will be sent to the email address provided along with access instructions.

## Course Length

Designed for approx. \*1 hour presentation time including technical content plus interactive Q&A.

(\*unless otherwise noted)

## 200 SERIES | TECHNICAL (continued)

### Engineer Presentation Techniques

#### SPIRO 202

Reviews field-proven technical content developed and utilized by Spirotherm personnel to conduct Lunch & Learn and other presentations for Consulting Engineers and System Specifiers. The content will build upon information presented in SPIRO 102 and 201.

### Mechanical Contractor Presentation Techniques

#### SPIRO 203

Reviews field-proven sales content developed by Spirotherm personnel to conduct technical presentations for Mechanical Contractors in the Commercial market. The objective is to utilize Best Practice techniques to move the discussion beyond simply "First Cost". The content will build upon information presented in SPIRO 102 and 201. 45 minute webinar.

### Engineer Presentation Techniques for Specifiers of Centrifugal Air Separators

#### SPIRO 204

Provides an in-depth review of centrifugal / tangential air separation technology. Performance limitations of centrifugal separator technology will be highlighted via technical documentation and lab-produced performance comparisons of this technology v. Spirotherm technology. Presentation techniques are introduced for Representative use to emphasize operational problems that frequently occur and how Spirotherm technology solves these problems – permanently. Case histories of retrofit successes will be discussed. The content will build upon information presented in SPIRO 202. 1.25 hour webinar duration.

### Owner Focus: Solutions Marketing Techniques to Build Additional Revenue Streams

#### SPIRO 205

Presents proven techniques to develop brand loyalty among End Users and Building Owners (EU/BO). Brand loyalty can be powerful for a strategic technology such as Spirotherm. In pursuing retrofit and other opportunities with EU/BO's, it is important to direct sales efforts toward appropriate personnel. Best Practice presentation techniques are discussed and case histories of successful retrofit projects are highlighted. The content will build upon information presented in previous **SPIROACADEMY** courses. 1.25 hour webinar duration.

### Superior Vacuum Degasser

#### SPIRO 210 (Required Training to Sell this product)



A general introduction to the latest technology addition to the Spirotherm product portfolio – the Superior S600. Contrasts our traditional separator technology (thermal and pressure 'passive' degassing) vs. the *active* technology of vacuum degassing. Reviews the theory, design, operation, and performance of the Superior product family along with marketing and sales discussions of how to best implement a sales & support program within the Representative's territory.

**SPIROTHERM, Inc.**

462 Camden Drive  
Bloomington, IL 60108  
(630) 307-2662  
[www.spirotherm.com](http://www.spirotherm.com)

## 300 & 400 SERIES | ADVANCED

### **Competition Overview – Residential Markets**

#### **SPIRO 301**

Reviews various coalescing-style product designs from alternate suppliers to the Residential hydronic market. The content will build upon information presented in SPIRO 101 and 201.

### **Competition Overview – Commercial Markets**

#### **SPIRO 302**

Reviews various coalescing-style product designs from alternate suppliers to the Commercial hydronic market. The content will build upon information presented in SPIRO 102, 202, 203, and 204.

### **Engineer Sales Strategies: Ten Proven Ways to Win with Engineers and Key Decision Makers**

#### **SPIRO 303**

Reviews proven methods to influence Owners, Engineers, and Contractors to specify, purchase, and install Spirotherm technology in hydronic cooling and heating systems. Discussion topics include a “Top 10” List of effective tools and strategies. The content will build upon information presented in SPIRO 202, 203, 204, and 205.

## 35 for 30

#### **SPIRO 401**

**NEW!**

The capstone discussion within the **SPIROACADEMY** curriculum. In 2025, Spirotherm will enjoy its **35<sup>th</sup> anniversary** (1990-2024) in the North American marketplace. Worldwide, our technology is at 50+ years! Point being, we’ve learned a few things over the years during our growth from “Spiro-what?” to becoming a Strategic Technology | Basis of Design for many Owners and Project Specifiers. This only occurs when the engineering and product quality is superbly done.

This concise, **30-minute**, high-level summary presentation consisting of proven sales techniques is perfect for the accomplished, veteran sales professional who wants to brush up on the latest “Best Practice” selling techniques to close the deal. Those who employ these techniques will find they become more versatile and impactful when communicating the amazing system benefits possible via the use of Spirotherm technology. When educating decision-makers regarding the operational and financial impact from improved heat transfer efficiency, these techniques have proven to be invaluable. ~30 minute presentation followed by Q&A.

## 500 SERIES | CUSTOM

### **Custom, Tailored Content for Reps and Customers**

Custom training can be developed for individual Representative firms and Customers according to need and time available. We can tailor presentations for practically any audience. Contact your Regional Manager for assistance with any customer presentation.



### **Who should participate - 300 & 400 Series:**

- Experienced sales personnel with field experience promoting Spirotherm to decision makers such as Owners, Engineers / Specifiers, and Contractors.
- Those who need to provide additional financial analysis / ROI justification to their customers to justify utilization of Spirotherm technology.

#### **Cost:**

Participation in these virtual courses are free for our Representative Partners.

### **To Register**

- On the scheduling page click the individual course date and time shown. Fill out the prompts and submit.
- A confirmation email will be sent to the email address provided along with access instructions.

#### **Course Length**

Designed for approx. \*1 hour presentation time including technical content plus interactive Q&A.

(\*unless otherwise noted)

### **SPIROTHERM, Inc.**

462 Camden Drive  
Bloomington, IL 60108  
(630) 307-2662  
[www.spirotherm.com](http://www.spirotherm.com)