

# MANAGEMENT & SALES FOR THE SMALL CONTRACTOR

An Intensive One Day Workshop Designed Specifically for the Small Contractor

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*A class specifically designed for the small business owner who is working to get out of the field and organize their company. Learn the fundamentals of management and sales!*

**W**ork on your company – not in it! Successful business people learn to make the transition from "wearing all the hats" to full-time management. Even if you wish to keep your company small, you must learn to run your company and not let it run you.

We specifically designed this seminar for the very small contractor – including all "one-man" operations. The idea of this class is to teach basic business and financial management as well as good basic low-pressure sales strategies. The first half of the day is dedicated to basic business management and the second half of the day is dedicated to good basic "no pressure" sales training.

We will teach you the basics of pricing, financial statements, and income tax prevention. Students will also learn the basics of reading and interpreting financial statements such as the Income Statement and the Balance Sheet. Relax; our material was carefully designed for the "non-financial person". You will learn about gross profit, markup, variable overhead and fixed overhead, contribution margin, and net profit.

## WHAT YOU'LL LEARN:

- The overhead myth. Why owners of small businesses make the huge mistake of thinking they have low overhead.
- Why you need accurate financial statements and when.
- How to accurately analyze your Income Statement and Balance Sheet with powerful formulas used to determine profitability, efficiency, liquidity, and more.
- Price service parts correctly. You will receive our Strategic Parts Pricing system absolutely free!
- Get your technicians (and maybe you) to substantially increase sales by detecting legitimate opportunities.
- Increase your installation sales closure ratio.
- The risks of running a one-man operation.
- You will learn rules-of-thumb of labor pricing and parts markup per industry per industry segment.
- Learn why the industry is so unprofitable and owners are so under paid. Learn what to do about it!
- Learn how to compensate your technicians and run your service department more efficiently.
- How to motivate your coworkers with bonuses.
- Who is the first person you should hire.
- Receive a free copy of our article "Getting Techs To Sell – A Diagnostic Approach".
- Learn how you can use inexpensive (under \$300.00) off-the-shelf accounting software to organize your office.

Loosing money to low priced competition? Is your closure rate below 45%? Having trouble selling premium equipment and accessories? You will learn how to identify sales opportunities, how to make a more effective sales presentation, how to prepare professional looking documents that sell, how to overcome objections, and how to "close" the sale without being pushy.

We will give you easy-to-use software that will help you price labor, equipment, materials, and service parts. This software is worth \$300.00 and is yours absolutely free with your paid attendance.

This seminar will work to teach you how to get another \$7-\$10K in annual profit, per field employee, using professional diagnostic techniques. We will discuss the importance of training technicians to recognize legitimate sales and repair opportunities.

This class is an absolute must for anyone who owns a very small contracting company – perfect for the "one-man" company.