

# How to Double Your Service Profits

This is an ABSOLUTE Must Attend Workshop for Any Contractor!

*This workshop will teach you how to easily calculate the proper selling price on service calls (diagnostic fees), labor, equipment and materials. Most of our attendees are horrified to find out that they often sell work for BELOW their cost.*

**M**ost service departments lose money! The hard fact is that most companies are carried by their installation and replacement sales. Most owners think they are making money on service because they are charging three or four times what they are paying their people. That is a mistake. Many companies breakeven at over \$100.00 per hour and without comprehensive departmentalized financial statements, you will never know it.

**Flat Rate  
Pricing  
Covered!**

This workshop was specifically designed for anyone involved in service. We skip the theory and get right to the meat of what you need to do. The class material is comprehensive, yet very easy to understand. Simply put - when you leave this class, you will know what to charge for service work.

## Workshop Details

- All about flat rate pricing. Why do you need it?
- Learn how much to charge for service calls & diagnostic fees.
- Learn how much you should be charging for service labor.
- How to calculate the proper markup on service parts.
- Learn a secret technique to managing inventory on your trucks that you just won't believe.
- Receive a comprehensive parts markup table that will increase your profits WITHOUT decreasing customer satisfaction.
- Receive a free labor price list that allows you to bill for every minute that you deserve.
- We will discuss the overall profitability of the HVAC and plumbing industry. It's not pretty!
- You will learn rules-of-thumb of labor pricing and parts markup per industry per industry segment.
- How to motivate employees through incentives and bonuses.
- Learn what things you should NEVER pay a commission for.
- Learn why the industry is so unprofitable and why owners are so under paid. Learn what to do!

Many business owners incorrectly believe that it's okay for their service department to lose money because service leads to installations. Big mistake! Today, manufacturers are extending their warranties by many years. While that is great for the end user, you are losing out on an important source of ongoing service revenue. Why should unprofitable service lead to an installation that puts you out of future service work?

Look, service is the most labor-intensive, most stressful product that you provide. Your service department deserves to make a profit and should be required to stand on its own two legs.

This is our most *POPULAR CLASS*. This may be the most important seminar that you ever attend. Please do not miss it. Class size is limited. Do yourself and your family a favor. Please get signed up today.