

- A) **2015 & Beyond** – Where’s the industry been and where is it going? Perception Vs Reality.
- B) **Bidding** - Cost Recovery starting at ground Zero. *Why do you charge what you charge? Stop Guessing!*
- C) **Capturing the Commercial Market** - How to do it? I’ve always been residential.
- D) **Communication Systems**
It takes money to make money.
- E) **Contracts** - Residential & Commercial, Why or Why not? They are a must!
- F) **Controlling Your Destiny**
Who’s running your company? You or your clients. You should be!
- G) **Delegation** – A must if you want your company to grow. Easy to say, hard to do!
- H) **Diversification** - Is it for you? This better be Yes!
- I) **Employees** - This is always exciting. Never hire someone you cannot fire. Hiring the right person.
- J) **Growing a Profitable Business** starts with a solid foundation. This includes: Bidding, Contracts, Goals, Pride, Professionalism, Marketing, Advertising, & Selling.
- K) **I did it, so can YOU!** - The mistakes & assumptions that I made in attempting to grow my business. Why I did it that way, and why I changed. You can do anything you want if you put your mind and most importantly, your heart into it.
- L) **Image – What’s your company image?** Do you really know? What’s the Value?
- M) **Leads or just Names – Do you really know what’s working?** Maximizing your efforts & how
- N) **Leaf Removal** - This can be profitable if you let it.
- O) **Manage by Design**
Complete Business Management Package
- P) **Creative Marketing** - Who is your market and how will you reach them?
- Q) **Positioning Your Company for Success** – It is not just working hard. What must be in place to achieve & exceed your goals! The three steps to success.
- R) **Pride** - Are you proud of what you do or do you apologize for it? {very interesting topic}
- S) **Selling Value vs. Cost** - Are you selling or telling? Are you an order taker or a salesperson? What’s the most important aspect in selling? It’s not service, price or relationship. Let us help you take your sales team to the next level.
- T) **Snow & Ice Management** - Don’t let your Profits melt away.
- U) **Telephone Techniques** - This is not a telemarketing presentation. It covers proper telephone procedures from beginning to end.
- V) **Training** - It’s a must or bust. What are you doing to help your employees succeed and be profitable?
- W) **Welcome to the Real World**
Employees, crew leaders & managers. Never hire someone you can not fire!

*** Our half-day presentations are FULL of interesting, useful and practical information. Bidding & Contracts are always a huge favorite as a segment of these sessions.**

These are a few suggestions for topics of discussion. Each topic can be customized to work within a specific length of time to fit your individual needs or combined with other topics to create a presentation length of your choice.