



Superior Performance- The Road to Excellence

**A two day contractor business training:
Sales, Quality, and Leadership
January 9-10, 2019**

Session Descriptions: Day 1

Increasing Our Operation Budget or Profit by Raising the Bar

John Tooley

Quality experts estimate that 25-40% of operating dollars spent by a typical business is lost. Companies and agencies that are truly focused on quality don't spend more money. Instead they reduce mistakes from becoming defects, cut operating costs and invest in processes that result in:

- Greater profits and operation budgets
- Stronger financial position
- Improved competitive capabilities
- Operational stability
- Greater customer success, loyalty and satisfaction

Simply put: No service-based industry has ever made less money by doing things right the first time.

Learning Objectives:

- Learn about a common language when defining quality work and focusing on process failure more than people
- Learn how to calculate the cost of poor quality and how to add lost money to the bottom line
- Understand key steps to create a sustainable process to reduce mistakes, defects and lost resources

Defining Your Sales Process: Consultative Selling to Build Value, Build Projects & Build Sales

Ed Matos

Good home performance sales should maintain a delicate balance between the technical and the simple. We begin by diving into best practices in creating a repeatable and successful in-home sales process -- from energy audit interaction to closing presentation.

By Attending This Session, Participants Will:

1. Lay the foundation for a quality, value-added process that differentiates you from competitors.
2. Come away with specific sales tactics and strategies for greater success in selling Whole Home Solutions.
3. Understand the right language and approach to drive more value clients and increase average job size.

Attracting, Developing and Retaining Valuable Employees

John Tooley

Our industry is in constant change. The employee pool is very shallow. The silent generation (born 1925-1945) is retiring, the Boomers (75 million) (born between 1946-1964) are close behind them. The largest population in our workforce today is becoming and will be for a couple decades are the Millennials (83 million) (born between 1981-2000). This new workforce thinks and acts differently. If you are asking yourself, "How can I better motivate those who are and will work for me?" this is the class for you! If you want to know how to have loyal, happy and proud employees you don't want to miss this presentation.

Learning Objectives:

1. Learn what we need to know about this converging workforce
2. Learn what makes them tick
3. Learn how to attract, develop and retain our employees

Closing the Business: Signing at the Kitchen Table!

Ed Matos

It is never just one line, or just one thing, that closes a deal. However, as in-home sales professionals we are ultimately presented with a moment in time where 'WE' are responsible for getting a 'YES', and bringing home a signature. Focusing in on the art of sales psychology as it relates to the linguistics of selling and building relationships, we explore different tactics and philosophies that will lead to more signed deals.

By Attending This Session, Participants Will:

1. Learn the methodology behind and benefits of following a closing process
2. Understand the buying psychology of customers and employ an effective philosophy for handling objections.
3. Dissect the right language for signing success and increasing close ratios

Plenary Session: Day 2

Leadership a Way to Success

John Tooley

Leadership presents a profound approach for lasting change. Leadership skills will maximize team productivity, drive breakthrough innovation, and secure a competitive edge for your company or agency. This session will present the difference between management and leadership. Both are sorely needed; managers we have, leaders are far and few. Lucky are the rare who have or are a leader/manager. Anyone can be a leader. Leaders are walking the halls of this training. You might be one. One who burns inside to help positive change. This session is for you. This session is about how to sharpen the axe of leadership.

Words: Management, leadership, change, improvement

Learning Objectives:

1. Learn the difference between leadership and management
2. Learn how leadership and culture are linked
3. Learn what motivates true change

Session Descriptions: Day 2

Sales and Sales Management are Different: How to create a winning formula for Training and Managing your Salespeople.

Ed Matos

Investing the time to properly train and manage your salespeople is as critical to the growth of your business as anything else is. In this session, participants will explore best practices and come away with concise strategies, processes, and techniques for training in-home sales professionals and setting them up for success in home performance.

By Attending This Session, Participants Will:

1. Understand the foundations and basic requirements of good sales management and coaching.
2. Learn how to establish an effective and repeatable onboarding training process.
3. Understand the importance of sales meetings, coaching and a motivating compensation structure.

Creating a Culture of Prevention

“Treatment without prevention is simply unsustainable”

- Bill Gates

John Tooley

Besides having a blame free company, it is essential to create a culture that is grounded in prevention. Prevention of mistakes from becoming defects is more valuable than their detection. We will discuss how the concepts of prevention, inspection and process improvement lead to less hassle, less expense, and less human effort. This session will show how to build in prevention rather than waiting for expensive remediation. We will introduce the important prevention concept that states “It’s better to design for what we want rather than what we don’t want.” Benjamin Franklin was right when he said, “An ounce of prevention is worth a pound of cure.”

Learning Objectives

1. Learn how focusing on prevention can increase our bottom line.
2. Learn how to develop a plan for using prevention tools in your company.
3. Learn the three types of inspection and how to use each.