

Michael Morosi's  
Perfect Vision for Success

# CONTRACTOR/20

## Mike Morosi's CONTRACTOR 20/20 will Improve Your Bottom Line 6 Ways

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- 1) Unlimited leads using Direct Mail Radio & TV.
- 2) Mailers to Repeat Customers
- 3) Mailers to the Next Door Neighbors of your Customers.
- 4) Consulting to Achieve 18% Net Profit.
- 5) Effective Employee Recruitment.
- 6) Market Research.

### WHO WE ARE

Mike Morosi, President of Contractor 20/20, a service of MultiMedia Advertising Services LLC, does marketing work for plumbing, HVAC and electrical contractors in 40 states and Canada. I am proud to be associated with the largest contractor group in the nation as a **PHCC/QSC** (Quality Service Contractors Industry Partner). I have also gained much from my experience as a former major **Best Practice Group** preferred vendor, and former **Service Roundtable Consult Partner**. Our clients include members of most best practice groups with companies billing from three hundred thousand to one hundred million annually!

### WHAT WE DO

Simply we have taken what we and over 250 contractors learned by "trial and error" and created a system to help you avoid costly mistakes and take advantage of proven marketing methods.

### GROUND WORK

*The first thing we do for our clients is research their market from 6 views.*

- 1) Their standing, in terms of how people view their reputation, quality and prices, both with their own current and former customers and the general public through telephone surveys.
- 2) We compare how their market share compares to the competition.
- 3) We then determine the best advertising opportunities in their market.
- 4) We look at the results of their past and current marketing.
- 5) We look at their company history and goals.
- 6) We analyze their overhead, staffing and pricing to see if high profits are possible if they were to sell out their unsold time.

*Only then do we design a plan for success and a system to implement the plan given their budget restraints.*

*A Service of MultiMedia  
Advertising Services LLC  
One Crestmont Road  
Binghamton, NY 13905  
Phone: (607) 770-8933  
Fax: (607) 770-6208  
[www.contractor2020.com](http://www.contractor2020.com)*

## IMPLEMENTATION

*I have broken down the problems of marketing problems for contractors into four areas. I would be happy to chat with you about it. Here's a brief outline:*

- 1) Putting your sales in balance with overhead. I have created a simple tracking system that analyzes how well you convert leads into sales. We look at your CSRs appointment rates, the techs conversion to sales and average tickets to see if and how sales leads are wasted, then we look at where the money goes in terms of labor, materials, gas, overhead to spot pricing, staffing and theft problems.
- 2) We then look at what level of sales are needed to pull your sales in balance to your overhead. We do a Reality Check to make sure you have enough staff to hit that goal. Then we determine what advertising budget is necessary to get the new customers needed to hit that sales goal.
- 3) We set up an easy system to track the key numbers including lead sources and costs, so you can adjust your staffing, pricing and promotion plan as conditions change.
- 4) We set up an Advertising Strategy that is every narrowly targeted to those most likely to buy now, using whatever combination works best in your market, of Direct Mail, TV, Radio, Cable. We use advertising that funds itself by charging new customers for the cost of the advertising needed to acquire them.

The plan provides for a vertical marketing: funding the initial cost to get them, a thank you note after the first sale, then reminder cards every three months to retain the new customer. It provides for a horizontal marketing plan: sending letters to the neighbors and putting up lawn signs. It provides for a defense against the yellow pages by branding the home with outdoor window thermometers and tags to stop customers from needing to go the yellow pages to find you. It provides a back up plan to keep customers turned off by your pricing and a simple way to overcome buyer's remorse and maximize potential.

Here is the good news ... While there are many steps - each one is simple and pays for itself - and it works for over 80% of those who try it.

***Mike Morosi, president of Contractor 20/20, HVAC/plumbing direct mail, radio, TV, marketing pricing and profitability specialists.***

*Call (607) 770-8933 for a free copy of the Executive Dashboard Warning Light Worksheet.*

*Mike is a speaker and author of the free reports: "Five Steps to 18% Net Profit System", "The Ten Key Numbers to Track to Maximize Profit," the "Unlimited Direct Mail Lead System".*

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