

# 20/ CONTRACTOR/20

*A Perfect Vision for Success*

**met•a•mor•pho•sis**

[met-uh-mawr-fuh-sis]

**noun, plural met•a•mor•pho•ses**

1. Biology . a profound change in form from one stage to the next in the life history of an organism, as from the caterpillar to the pupa and from the pupa to the adult butterfly.
2. any complete change in appearance, character, circumstances, etc.
3. a form resulting from any such change.

## **OUR VISION:**

To Transform your Plumbing, Heating and Cooling Company from a 3 to 5% low profit company, to a 15 to 20% high profit company; From a low growth company to a high growth company in 150 days.

## **SEVEN KEYS:**

**Perfect Pricing, Promotion, Tracking, Training,  
Employee Recruitment, Branding Prayer**

*We have all the strategies and tactics you need to achieve profits you never thought were possible.*

## **1. PERFECT PRICING**

We use consumer studies to make sure that you have just the right mix of customer retention, price objections, service, and quality to maximize profits. We have done surveys for over 500 contractor customers. We know what low profit companies have in common, and what high profit companies have in common. It's a fact - Most contractors spend 30 years to earn 10 years of profit. We know how to fix it while making sure that you don't push pricing too far or too fast. We'll show you how to achieve high profits for the long term. It can be done, and we know how to do it.

## 2. PROMOTION

We can get results, great ROI, with just \$200 invested in Thank You Cards. Then one by one our products will prove their worth.

- A) To keep your customer base and maximize customer retention, you need to mail 1/3 of your customer base each month. This will increase customer retention even 10% which allows you to be more aggressive.
- B) Put a yard sign in front of every home you serve.
- C) Send a post card to your customers neighbors
- D) Send post cards to new home owners moving into your market area
- E) A goodie bag with items home owners value such as a rubber jar opener and chip clips on the doors of the 5 closest neighbors to the home you just worked on.
- F) Direct mail to the 10% most likely buyers, keeping your new customer cost under \$65 each.
- G) Internet Google Ad words with new customer costs from \$25-75.
- H) Internet domination, website construction and Search Engine Optimization with up to 31:1 return in sales versus cash invested.
- I) Direct results from radio and TV. Reach consumers from 1 to 2 cents each using testimonials and on air coupons, utilizing memorable jingles and phone numbers. Our studies show that 15% of the people who have heard good things about your company will eventually become your customers. In the long run, the companies with the best name recognition win.
- J) Proven best designs for yellow page ads
- K) Social media and web ads - Trackable, with proven returns on investment.
- L) Neighborhood domination through church bulletins, movie theater ads, restaurant place mats, and youth sports sponsorships.
- M) Our safety net sales closing techniques will stop you from losing sales.
- N) Our third look financing for good people with bad credit will stop you from losing sales.
- O) Contractors United is designed to STOP bad reviews, before they happen, simply by getting your customers to communicate problems to you or us BEFORE they escalate dangerously out of control.  
[www.contractorsunitedforgood.org](http://www.contractorsunitedforgood.org)
- P) Service Angel is designed to get the truly GOOD news about your firm out to the public before they put their trust and money with a company who does not deserve either.  
[www.serviceangel.org](http://www.serviceangel.org)  
Sample page: [www.serviceangel.org/caccia-plumbing](http://www.serviceangel.org/caccia-plumbing)  
With Service Angel You can have all your written, video and recorded references and organization memberships listed in one place.

## 3. TRACKING

- A) Track billed hours daily to make sure you're reaching your sales goal.
- B) Monthly standard tracking includes 8 key performance indicators so you can identify problem areas:
  - 1) CSR closing rates
  - 2) Tech closing rates
  - 3) Average Tickets
  - 4) Direct labor cost
  - 5) Material Cost
  - 6) Equipment cost
  - 7) Overheard cost
  - 8) Net profit
- C) Advanced tracking with over 100 items in an accounting chart is needed for special cases where advanced remedies are in order.

## 4) TRAINING TECHS, CSR, and OWNERS

Our dashboard warning light system identifies problem areas, and we have seen sometimes with just tracking numbers brings the accountability necessary to bring those numbers in line. And sometimes, just simple tips can bring numbers into line. But when that doesn't work, we have also tracked the results of various CSR and tech trainers and owner coaches over the past 16 years. We can recommend with confidence, those coaches, who have a proven track record of success, to bring your company back into line.

## 5) EMPLOYEE RECRUITMENT

We utilize proven print, radio, and TV ads to attract the best employees with sign on bonuses, the same way they do for military, truckers, doctors and nurses in times of shortage. We utilize online agencies with a track record of success of attracting top notch employees. We encourage your staff to help you find good employees.

Let me ask you, what is worse?

Paying to have successful recruitment, or having a staff that knows you can't replace them. Once they know that, you are powerless in managing your people.

## 6) BRANDING

*A good friend of mine put it best:*

The value a contractor places on yellow page advertising and Google AdWords depends on how you have positioned your company in the local market. Here are some examples:

### A. EMERGENCY COMPANY - HIGHLY VALUES YELLOW PAGES

This type of business always needs new clients to sell to. Typically they have burned through their client base. Ironically, they have done this by overpricing small jobs due to the high cost of getting clients to sell to in the first place. They get turned down on a high percentage (30% or more) of calls they go on due to the lack of value they create. This group has only a minute loyalty base. Their cost to get the phone to ring may be as high as \$300. But their average call \$ is fantastic.

### B. PLANNED MAINTENANCE COMPANY - HIGHLY VALUES CLIENT RELATIONSHIPS

This business sells maintenance calls on all the repair and installation opportunities they go on. They capture their client now and in the future. They have systematically scheduled calls for next year during the prior year. This guarantees them opportunities before the year even starts. Their marketing is slanted toward tune ups or maintenance sales. Cost to generate a call is probably around \$150 or less. They sell tons of equipment on planned service calls as well.

### C. LOCAL ICON HVAC SUPER HERO - HAS PERSONAL RELATIONSHIP WITH ALL CLIENTS

This contractor feels comfortable picking up the phone and calling any client in his database at random just to say hello. He is honored revered by local citizens and businesses alike. It seems to the local people that he gives more back to the community than he receives although he makes a tidy profit. When he needs more calls, he just puts the word out and people respond. His YP ad is about the size of a postage stamp. Cost per client is well under \$100. He pays to get clients with his time spent developing relationships.

Of course, there are hybrids of the above as well. The point is that you should not let your company be leveraged by any one source of marketing. The second you feel you have a "gun to your head" with any advertising vendor is the time to reconsider the way you are getting your next call.

What kind of company do you want to build?? Our goal is to make your company and your staff local super heroes.

## 7) PRAYER

I know this is controversial, but I believe with all my heart that daily prayer for your customers and employees and families can make all the difference in the world. I believe:

- 1) That You'll see that you can be blessed with great customers
- 2) That Areas of opportunity will become obvious to you
- 3) That your employees relations will improve
- 4) That family relations will improve
- 5) That God will show you how your company can be a force for good in your community
- 6) That you will find greater meaning and harmony in your own life and with all the people you come in contact with.

Cast your cares upon him and just watch all the wonderful things that can happen and all the freedom from fear that you can enjoy.

### **A Personal Note:**

What I like best about what I do and what our company does is what I witness in the lives of our customers; the great things that wealth can bring to good families. We all know what lack can do. It can cause problems between husbands and wives. It can put college plans on hold. It can cause strife within the family home.

It can cause proud people, hard working people, and accomplished people to become ashamed and even find themselves doing things below their own standards.

I am blessed that two of my children are currently training to take over Contractor 20/20, and I am hopeful that even more will join my company.

My wife and I have 5 very successful children: A minister, a politician, an internet expert, a business man, and a medical student. The worst moment of my life as a father was when my youngest son received an admission letter to college of his dreams. However, that dream was never to be, because we could not cover the cost of that college at the time. He had to settle for second best.

Unfortunately, I did not know then what I know now.

My prayer is that I can teach my customers skills that will never force them to have their children settle for second best. It is my hope that my clients will enjoy peace of mind and peace in the family that comes with financial success and eternal security. Then, in turn, they will use that success as a blessing to all those that surround them.

Are you ready for a metamorphosis? One by one let each of our products prove their own worth. With a start up cost of just \$200, it's a smart move.

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At your service .... Mike Morosi ... and Proud to be a  
PHCC/QSC Industry Partner And a Service Roundtable Consult Partner  
Mike Morosi Pres, Contractor 20/20

**607 770 8933 x80** for a free initial consultation

Direct Mail, Radio, and TV advertising... sales and service

Free Profit, Pricing and Employee Recruitment consulting.

A service of Multimedia Advertising Services LLC [www.contractor2020.com](http://www.contractor2020.com)

**Grateful to serve over 200 contractors in 40 States & Canada**