

11 STEPS TO THE 20% PROFIT LADDER

1. Power Pricing Study - This study reveals what price changes you are eligible to do to increase profit without harming your brand or if you must build up perceived value to rescue your brand.
WE WILL ASK YOUR MOST RECENT CUSTOMERS:
Who would you call for plumbing and/or HVAC and/or electrical problems. Do you remember NAME company that did work for you? Would you use NAME company again? How would you rate their service? How would you rate their quality?
In most cases the results become key data to create your “Road Map to 20% Net Profit”.
2. Start tracking the 10 key numbers that tell you how well you utilize your leads and where the money goes. **Key Profit Indicators Worksheet 1**
3. Price up gross profit to be 58% on service; 51% on installs; at 50% billable hourly efficiency.
4. Determine what level of revenue is needed to put overhead in proper balance with the sales level of both service & installation departments.
5. Maximize sales to past customers using proven direct mail, magnets, window thermometers, and IP address targeting number.
6. Utilize well test proven promotions to sell off unsold time to new customers using all traditional media, new media and social media.
7. Determine the actual new customer costs and adjust new customer prices to fund those costs.
8. Fine tune internet marketing until you get \$40,000 a month in sales per 100,000 population in your service area. A total return of \$14 to \$1 for existing customers, \$11 to \$1 with new customers.
9. Utilize proven radio, TV/cable, and internet radio to maximize yellow pages, direct mail, internet and newspaper response, as well as, maximizing the direct results from the medias themselves.
10. Track customer satisfaction & customer retention.
11. Set up a system to catch technicians stealing your customers and materials.