

**The Plumbing, Heating, Cooling, Electrical
Industries Marketing Authority.**

**20/
CONTRACTOR/20**

A Perfect Vision for Success

Proud to be a PHCC/QSC Industry Partner and a Service Roundtable Consult Partner.

**Mike Morosi, Founder.
607.770.8933 x80**

1 Strategy, 7 Goals, and 27 Tactics to Achieve the Goals

Strategy:

Test everything—
then keep what works.



Bottom line :

Let's make work LESS stressful & MORE profitable, have more time for family, enjoy life & important charitable pursuits.

Goals 1 - 4:

1. To hit 15-22% net profit in a sustainable manner based on research updated every 6 months.
2. To keep good customers and staff.
3. To replace bad customers and staff at will.
4. To use best proven methods to track and correct lower performing Key Profit Indicators (KPI).

Setting A Sales Goal



How much more sales CAN you do with the staff you have (or can acquire in short order)?

How much more sales MUST you do to drive overhead below 40%?

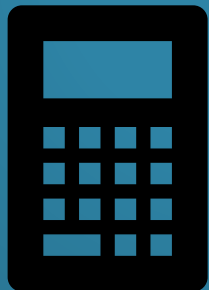
How much more profit do you WANT to have?
For example with a 20% net profit, 5 million in sales will yield 1 million in net profit.

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**For High Performance Contractors
with Less than 6% Complaints about Quality:
the Numbers are in your Favor.**

85%	80%	75%	25%
10%	15%	35%	75%
5%	10%	20%	5%

The Math



Current: \$1,000,000
Sales Goal \$1,250,000
 $\$1,000,000 - \$1,250,000$
= \$250,000 (shortage)

At a 9% – 15% new customer cost, achieving the goal will require \$22,500/\$37,000 in marketing expense.

(\$250,000 X 9% to 15%)

\$37,000 divided by \$1,250,000 (sales goal)
= 3% price increase = 1% drop in retention

2 Methods to Save A Dead Deal will more than Overcome the 1% drop.

The Percentage of Customers that BOTH Remember you and would use you again Predict a SAFE Price Increase Relative to Protecting your Brand.

Profit Builder MENU: 25 Tactics to Consider.

You only need 4 tactics to work to achieve all of your goals.

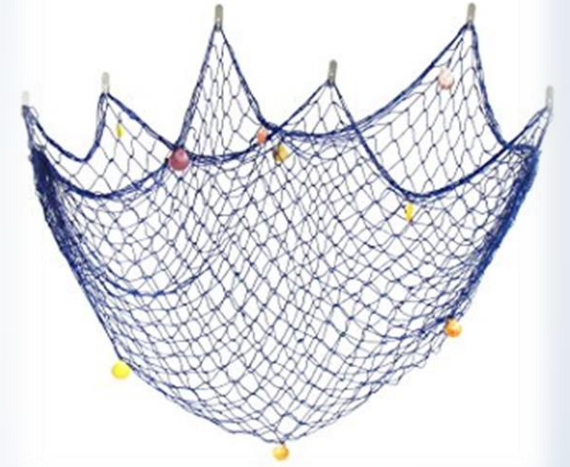
Have redundant systems!



- With 25 ready and proven—we pack 6x the firepower necessary to win!
 - 10 Tactics FOR CUSTOMER RETENTION
 - 17 Tactics FOR GROWTH
- Including 2 new services:
 - Employee recruitment and training systems.
 - Light telemarketing to rescue inactive customers from the 18 month federal do not call rules.

1. Mail 1/3 base each month to keep the 22% of coupon addicts from being lured away, and increase retention 10%, and get \$8 to \$16 in sales per dollar invested.
2. Outside the kitchen window thermometers.
3. Equipment stickers.
4. Newsletters.
5. Call HVAC customers with no service done in last 13 months.
6. Yard signs.
7. Bid on own name in ad words.
8. Proven white pages ads.
9. Proven small yellow page ads.
10. Geo targeting computers and smart phones by address—40% reach.

Strategy : test everything—then keep what works.



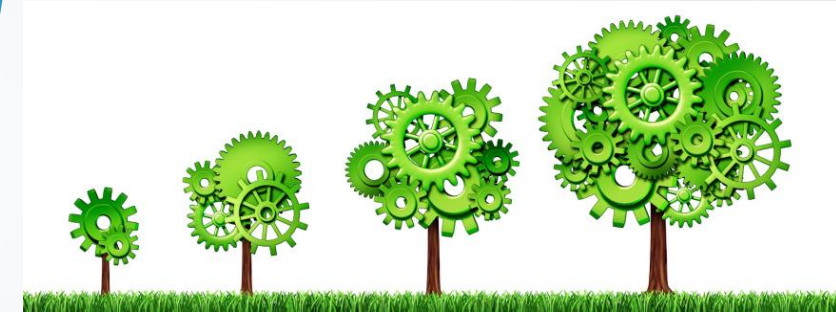
Customer Retention Tactics

1. Internet marketing that gets \$4 to \$11 in new customers, and \$8 to \$22 in repeat customers for every dollar invested.
2. Direct mail to new customers based upon credit company personality mosaic data.
3. Direct mail to neighbors.
4. Go for the gold pricing with yard sign discounts as a safety net.
5. ROI review of current internet marketing using Dynamic phone tracks of call sources and search words and search engines used to reduce internet new customer cost to \$25 to \$125.
6. Radio and TV to reduce new customer cost by 35% through improved top of mind positive awareness.
7. Internet radio with links to click that generate website visits from under \$2, new customers from even \$9 to \$27.
8. Yard signs to attract sales and as a dead deal saver.
9. Billboards.



Growth Tactics

10. Church directories.
11. Community promotions.
12. News paper.
13. Yellow page stickers.
14. Movie theater ads.
15. Hero branding—that builds a wall of protection around your brand, stops bad reviews BEFORE they happen.
16. Geo fencing—your ad on the cell phones of people that visit your competitor’s show room.
17. Web invasion—with just a name and address we can target prospects who have never visited your site but are highly qualified based on personality/income analysis—that mimic your current customer base.



Growth Tactics

Goals 5 - 7

- Make work LESS stressful.
- Have more time for family and to enjoy life.
- Have the time and funds for important charitable pursuit, even those of eternal value.



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