

“Basic Business Boot Camp”

(Three Day Outline and Comments)

Day 1:


- I. Cash Flow Budgeting
 - a) General presentation on month-by-month cash flow budgeting
 - b) Why departmental budgeting is important
 - c) Discussion of the need for family budgeting
- II. Workshop family budget (this will be the basis for determining needed salary which will later be built into the business budget)
- III. Discussion on how to spread overhead costs, by department
 - a) Square footage (rent, utilities, etc.)
 - b) Number of employees (medical insurances, uniforms, etc.)
 - c) Number of vehicles (insurance, maintenance, etc.)
 - d) Gross sales (overhead that cannot be spread any other way)
- IV. Workshop - Each company will develop criteria for spreading its' overhead costs as outlined above
- V. Labor pricing presentation/workshop (as each area is presented each contractor will be filling out the *actual worksheets for data entry into the software program* for the next day)
 - a) Equipment replacement costs
 - b) Field labor and non-billable time
- VI. Lunch break
- VII .Presentation/Discussion on “Why Customers Do & Do Not Continue to Do Business with You”
- VIII.Labor pricing presentation/workshop (continued)
 - a) Material costs and markups
 - b) Company Matching Taxes
 - c) Subcontractors
 - d) Misc. Incomes (trip charges, etc.)
- IX. Discussion and creation of “Customer Response Cards” (Will be designed during class and printed for contractors to take home with them)
- X. Homework - Review and refine data entry worksheets for tomorrow

Day 2:

- I. Software Demo of “Labor Pricing for a Profit with Cash Flow Projections” software
 - a) Presentation of how the software works (data input and reports)
 - b) Sample “What if” as a class by adding a tech and related costs
 - c) Contractors look up and record specific information on the “Sample Company” in the software (workshop)

Model your company on the software program, **using your numbers.**
 You will find out:

- What to charge in each department
- Develop month-by-month cash flow projections and budgets
- Service Agreement pricing
- Perform the “what if” process to *maximize your profitability!*



Boot Camp Attendee Comments

“I truly believe I have received more from this course than any other attended. Not only has it provided the knowledge and schooling, but the tools to implement the programs.”

David Burd - Service Heating & Air, 423-267-2188

“Well informed. Lots of material covered. It gives the business owner the knowledge to understand pricing.”

Mike Roundy - Advantage Heating, 520-692-1192

“Very good! The pricing training is invaluable. Most valuable training I have received to date.”

Joe Bass - The Floor Butler, 915-573-2277

“Very good. Got me to look at things I knew I needed to look at but didn't know where to start. Very realistic approach. The computer program was pretty neat too. Also it was a new way to look at service maintenance agreements.”

Stan Corwin-Roach – Roach Oil and Propane, 304-263-3329

“Tom does a wonderful job of presenting the information. Many things I learned I had no idea about. I expect big changes in our company, due directly to the education I received. I'm already excited about any follow-up classes that may be created. The software is a fantastic tool!”

Glenn Jones, Jr. - Glenn I. Jones Inc., 386-752-5389

“I was very impressed with the boot camp, all materials, meals, classroom presentations. They were all top notch and professional. We had a great time and became excited about tracking our business success. Thanks”

Mr. Roger Swartzendruber – Cecil's Heating & Cooling, 219-533-9447

“We were surprised to see that we were going down and didn't realize we would soon be in trouble!”

Jan Stoddard – Dwain's A/C Heating, 830-257-8984

- II. Data Entry (workshop)
 - a) Each company enters data on their company from input worksheets filled out the day/evening before
 - b) Lots of one-on-one help (consulting)
- III. Lunch
- IV. Complete company software model and review results (workshop)
- V. Copy company model and begin "what if" process of maximizing each companies profitability (workshop)
- VI. Homework - Complete the data entry and review the results. Come to class the next morning ready to discuss findings (making money, losing money, one department subsidizing another, etc.)

After Class Discussion of pro/cons of Flat Rate Pricing (for those interested)

- a) Presentation of how it works
- b) Pro and cons of systems and companies who create the systems
- c) Forms available for those that want to order one of the four systems discussed

Day 3:

- I. Discuss results of yesterdays/last evenings computer models
- II. Copy individual company model and go through the "what if" process to increase profitability by 5% in each department
- III. Service Agreements
 - a) Presentation on how to design, price and market S/A
 - b) Design three-fold brochure in class (to be printed prior to leaving for home)
 - c) Price the S/A using the computer model
- IV. Tax Tips ← Pick up enough tax tips to pay for your entire trip!
- V. Lunch
- VI. Cash Flow Discussion
 - a) Create Collections policy
 - b) Cash Flow Tips while a job is being sold, while it is being done, and when it's completed
 - c) How to set up Credit Card use for your customers (and why)
 - d) How to set up a line of credit with your bank
- VII. Find out what to track and how to track it (actually create in class)
 - a) Cash flow summary statement
 - b) Tracking billable hours on a graph
 - c) Tracking overhead costs on a graph
 - d) Tracking receivables
 - e) Tracking gross margins
- VIII. Wrap-up - What did you learn?
 - a) Comments and questions
 - b) After seminar "Follow-Up Accountability Program"
 - b) Fill out feedback sheets



Boot Camp Attendee Comments

"The course was very informative and helped us with understanding our financials and setting goals to achieve greater success at what we do."
Ed Turek – Turek's Plumbing, 920-731-0462

"Very complete. Enjoyed the conversations with others contractors. Found everyone to be very real and serious about the industry"
Charles England – England's Plumbing, 610-932-7700

"You have been the most professional and courteous company that I have ever encountered. Your personal character and integrity show vividly through your company"
Kirk Freeman – G.R. Freeman, 812-867-5077

"Very informative. Gives me a 'roadmap' to start the journey to a more successful business as well as accountability and tracking."
Stu Markman – Complete Heating, 618-445-3329

"You're a great presenter. The information you go over is done in a way that keeps us listening and eager for more. The whole program is a blessing – very informative and your hospitality is great."
Cheryl Blaskowski – Great Lakes Plumbing and Heating, 231-238-7707

"Day 1 was exactly as you had promised, a foundation stone, not fun but a real eye opener for me. Day 2 was great, learned a lot with my dad. Day 3 was informative and really put a lot of things into perspective. It's amazing what principles were learned this week that will be used consistently in the future. Thank you"
Matt Grange – Carlisle Heating & Air, 316-321-6230

"I thought the time and money was well spent. I would encourage owners to bring upper management to this training. Very helpful for owners and potential owners to sit together and work the numbers. Great opportunity for my son and me to be trained together."
John Grange – Carlisle Heating & Air, 316-321-6230

"The most valuable part of the program was the confirmation of my numbers. I thought I knew where I should be but now I know – and I got direction on how to get there!"
Harley Perry – Perry Plumbing, 619-472-2112