



We're Not In Kansas Anymore! **(How business has to change this year)**

A seminar for owners/managers to help improve business today

- ☑ Lead generation-what works and what doesn't.
- ☑ Whose job is it to get the phone to ring, and what to do when it doesn't
- ☑ How to formulate your marketing to reveal the value of your company
- ☑ Learn how to use the hidden power of your customer base
- ☑ How to start a referral system for year-round leads
- ☑ How to make the sales team responsible for leads and referrals
- ☑ How to get the entire company to think of how to create leads
- ☑ How to use service agreements to generate more leads
- ☑ Radius marketing – how to implement this fantastic tool
- ☑ How to use and present financing
- ☑ Ways to track and measure progress
- ☑ Tools to track progress:
 1. Goals Calculator
 2. Monthly GPS (Goals and Performance Summary)
 3. Lead Source Worksheet
- ☑ How to change the program for maximum success, and much, much more.