

Agenda:



Day one:

1:00 PM Registration Opens

1:30 PM Welcome

2 :00-3:30 PM Client Attraction/Retention/Dismissal

A detailed examination of marketing, branding and advertising expenditures, building a successful sales force, budgeting for client attraction, the cost of effective customer service and improving client retention rates.

With a particular focus on:

- Postseason sales
- Up selling after the storm
- Collections

3:30-3:45 PM Break

3:45-5:15 PM Financial Management

Is your company built on sound financial ground? This session takes a thorough look at protecting your personal investment in your company.

With a particular focus on:

- War stories
- Asset protection
- Personal asset separation
- Update on small business issues

Day two:

7:00-8:00 AM Continental Breakfast

8:00-9:15 AM Managing Labor and Subs

A look at attraction, hiring and retention strategies, as well as hiring talent vs. internal development, benefits, employee development and training. Discussion will also focus on attracting and retaining subcontractors.

With a particular focus on:

- Developing team leaders/foremen
- Non-compete agreements
- Compensation

9:15-9:30 AM Break

9:30-10:30 AM Sales/Job costing/Proposals (Plowing)

A focus on writing competitive service contracts for plowing work, profit margins and profitability with residential and commercial plowing, controlling costs, dealing with cost-conscious clients and effective operation strategies as they relate to plowing.

With a particular focus on:

- Contract/Proposal evaluation
- Financial numbers review
- Cost analysis

10:30-10:45 AM Continental Breakfast

10:45 AM-12:00 PM Sales/Job Costing/Proposals (Salting)

A focus on writing competitive service contracts for salting and deicing work, profit margins and profitability with salting and deicing services, controlling costs, purchasing salt and deicing material, dealing with cost-conscious clients and effective operation strategies as they relate to salting and deicing.

With a particular focus on:

- Contract/Proposal evaluation
- Financial numbers review
- Cost analysis

12:00-1:30 PM Lunch

1:30-3:15 PM Liability

How much are you at risk? What can you correct today? A step-by-step examination of your risk management and mitigation strategies, combating liability, contractor and client responsibilities, controlling costs and working with insurance companies.

With a particular focus on:

- Contract language
- Choosing providers
- Workplace issues
- Worst-case scenarios

3:15-3:30 PM Break

3:30-5:00 PM Growing Your Business:

A focus on expansion into existing markets, the costs associated with new market expansion, finding new opportunities and developing a plan for strategic growth.

With a particular focus on:

- Executing smart growth

- Expansion into existing & new markets
- Cultivating opportunity
- Growth through acquisition

Day three:

7:00-8:00 AM Continental Breakfast

8:00-9:30 AM Marketing

Compare and contrast the effectiveness of various advertising and marketing methods to create brand awareness, increase client attraction and improve sales. Review strategies for advertising, word-of-mouth sales and marketing and cultivating solid relationships with the local media.

With a particular focus on:

- Advertising evaluation
- Internet/digital solutions

9:30-9:45 AM Break

9:45-11:00 AM Financial Planning

Will you be ready to step away from the business when the time comes? This session examines how to create your own personal financial blueprint.

With a particular focus on:

- Retirement/Succession planning
- Selling your business
- Healthcare

11:00 AM Close