



Class Description

Restructuring for Profit & Growth: Retail-focus is the next evolution of BDR's signature course. Attendees will learn the principles and processes necessary to build and grow a profitable heating and cooling business in today's *new retail reality*. This course covers every major business function and contains a new section on focus-based businesses, as well as a new Saturday strategy. Other key topics include how to structure your business for profitable growth, gross profit per man day and break-even. This will be a totally new experience!

Class Mission

◆ Answer the question "Why Structure?" ◆ Build a dream ◆ Discover what is possible ◆ Discover what is needed to win ◆ Identify obstacles to growth
◆ Create a 10-year profit vision ◆ Create a 10-year growth vision ◆ Section on retail-focused businesses ◆ Saturday strategy ◆ Reflects the new retail evolution of the industry

What's New

- What customers really want – Learn the five things all customers want when they work with contractors (adapted from Dr. Frank Luntz) along with strategies for integrating these “customer wants” into your company processes.
- Service-centric business focus – In today's economy, many homeowners may put off replacement, but they will be willing to repair their equipment. With a service-centric focus, every company can turn these repair opportunities into replacement leads that can then generate new referral leads that will fuel your company's sales and growth.
- Making the conversion from a customer to a client – Having a customer and a client is not the same thing. We show how dealers can move from one-time customers to loyal, long-term clients who make repeat purchases.
- Strategy for increasing sales without adding new personnel through “leverage” techniques
- Are you really a retail business? – Learn the 10 keys to success in today's retail marketplace.

Class Outline

Introduction – Access and redefine your management style, building your company dream and vision. Discover what is possible as well as what is needed to win while identifying obstacles and barriers to growth.

Structure & Policies – Learn the basic tools you need to plan and grow your business.

Capital & Cash Flow Management – Do you have enough capital to run your business? How much do you need for future growth?

Information Systems – Find out what type of technology plan your business should have.

Labor & Sales Strategy – Discover strategies to use your limited labor resources more efficiently.

Break-even & Gross Profit Per Man Day – Learn important strategies on managing to Break-even and the importance of Gross Profit per Man Day.

Service – Find out how to make your Service department more profitable.

Focus-based Businesses – Learn what it takes to succeed as a focus-based business.

Business Planning – Do you have a plan to grow your business? Learn the importance of planning and how to incorporate this important tool in your business.

Departments & Divisions – Learn when and how to departmentalize or divisionalize your company.

Class Information

Instructor: Barry Burnett

Length of Class/Date: 2 days
October 28-29, 2010

Time: 9:00 am – 5:00 pm - Day 1
7:30 am – 3:30 pm - Day 2

Who Should Attend: Owners & Managers

Cost: **Register before July 31, 2010 - \$350 per attendee (\$315 for TCS dealers)**
Register after August 1st or later - First Attendee: \$550 (\$495 for TCS dealers)
Each Additional Attendee: \$350 (\$315 for TCS dealers)



Register Today...

Three Easy Ways to Register:

1. Mail to:

Debbie Aschenbrenner
G.A. Larson Company
PO Box 910
Pewaukee, WI 53072

2. Email:

debbie.aschenbrenner@galarson.com

3. FAX: 262-446-7210

Fee Includes:

- All presentation ready materials
- Certificate of Accomplishment
- Continental Breakfast
- Hot Lunch
- Refreshment Breaks

Not Included:

- Travel Expenses
- Dinners
- Hotel

(Please Print)

Restructuring for Profit & Growth: Retail Focus Registration

Name:

Name:

Company:

Acct #:

Address:

City:

State:

Zip:

Phone:

Email:

Training Location:

Ho-Chunk Casino Hotel & Convention Center (Wisconsin Dells)

S3214 Hwy 12
Baraboo, WI 53913
800-746-2486

Hotel reservations can be made with a special rate of \$79 + 10.5% tax per night. Please ask for the Gustave A. Larson room block # **IGLARSN** when making your reservations.

Payment (Please submit the course fee with registration form):

Bill my Larson Account in the amount of \$ _____

Enclosed is my check for payment in the amount of \$ _____

(Make check payable to the Gustave A. Larson Company)

Cancellation Policy

Up to 2 weeks prior, a 50% refund will be given. Less than 2 weeks prior, no refund.

(Substitutions may be made at no charge or penalty)

(Your account will be billed)



Gustave A. Larson Company

WHOLESALE HVAC AND REFRIGERATION

