

HOW TO FIND, TRAIN, MOTIVATE AND RETAIN EMPLOYEES

Interested in building (and keeping) the perfect team?

Addressing proven recruiting methods, leadership skills, productivity enhancement, and motivational techniques, this program is designed for anyone who manages people, including business owners, field foremen, office managers, department heads, superintendents, and estimators. PROOF speakers have taught this program for over 45,000 people at numerous seminars and national conventions, and time and time again it has proven to be a number one convention program, and a leading frontline efficiency tool.

Topics Covered:

- ◆ **Leadership for Results**
Be a leader, not a boss
- ◆ **Recruiting and Retaining a Workforce**
Find the right people and hold onto them
- ◆ **Effective On-the-Job Coaching**
Use the coaching process to get the job done right the first time
- ◆ **Motivation for Maximum Performance**
Help individual employees reach peak productivity
- ◆ **Dealing with Difficult People**
Turn a problem child into a star employee
- ◆ **Minimizing Conflict and Personality Clashes**
Mediate problems before they become crises
- ◆ **Improving Productivity**
Put proven systems in place to make every second count
- ◆ **Communication Basics**
Increase your communication skills and your business together
- ◆ **Results-Oriented Problem Solving**
Focus on the answers instead of the questions



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PROOF Management instructors are experienced industry speakers who have taught hundreds of these programs and published numerous articles on these issues in top trade magazines.

HOW TO GET THE JOB AT YOUR PRICE

-Sales and Marketing Seminar-

Tired of the bidding race and cutting your price to get the job?

This seminar will teach you to sell the value of your company rather than defend the cost of your work. The program emphasizes professional sales and marketing strategies that you can put to immediate use to avoid the price shopping rat race. Ideal for anyone who sells or presents your company to customers, including owners, estimators, salespeople, and service and office managers.

Topics Covered:

- ◆ **Understanding Selling Basics**
Involve all the roles in your business in selling your image
- ◆ **Building a Value Image**
How everyone in your business sells your image
- ◆ **Getting the Customer to Pick You**
Close the deal
- ◆ **Creating Effective Messages and Literature**
Communicate more effectively with the customer
- ◆ **How to Build a Market Plan**
Develop a sales plan that will help you grow into the future
- ◆ **Developing Point of Sale Professionalism**
Make the first impression count for you
- ◆ **Overcoming the Most Common Objections**
Build trust with the customer
- ◆ **Basics of Cost Effective Advertising**
- ◆ **Target to get the most for your advertising dollar**



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WHAT IT TAKES TO PROVIDE PROFESSIONAL SERVICE

-Customer Service Seminar-

Looking to leave even the most difficult customers with smiles on their faces?

To each employee, this dynamic and effective program will communicate the need to be more company-minded and sales-oriented. Practical, proven, and entertaining, this program's comprehensive approach to customer service makes this program mandatory for anyone who has contact with customers, including service technicians, drivers, dispatchers, foremen, receptionists, salespeople, accounting personnel, and managers.

Topics Covered:

- ◆ **Customer Service Checklist**
Explore your strengths and weaknesses as a service provider
- ◆ **Improving Customer Satisfaction**
Create tomorrow's business on the foundation of today's customer approval
- ◆ **Handling Customer Complaints and Objections**
Respond more effectively to different personality types
- ◆ **How Everyone in the Company Sells**
Nurture the sales skills of your frontline communicators
- ◆ **The Value of a Professional Image**
Sell the importance of quality instead of price
- ◆ **Telephone Communication and Courtesy**
Attend to the details in creating your image
- ◆ **Importance of Add-on Selling**
- ◆ **Presenting Your Products and Services**
Inspire customer confidence that you are the right person for the job
- ◆ **Closing the Sale**
- ◆ **Helping the customer accept the value you place on your work**



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IMPROVING PROFITS BY KNOWING THE NUMBERS

-Finances Seminar-

Is your contracting business as profitable as it could be?

This program offers detailed solutions to the number one problem encountered by contractors: failure to charge enough and know the numbers. More than just an accounting seminar, this program discusses how lack of income and the stressful nature of an unsuccessful business can affect family, personal, and professional life. The subject matter makes this program ideal for owners, spouses, and partners of contracting firms.

Topics Covered:

- ◆ **Skills of Running a Successful Business**
Get the work, do the work, and make money while doing it
- ◆ **Time Management**
Play many roles, and prioritize what is important about each of them
- ◆ **Wonder, Blunder, Thunder, Plunder**
Investigate what makes a contractor succeed or fail
- ◆ **How to Set Up Your Books**
Spot the financial plans and systems that are right for your business
- ◆ **Contracting Success**
Charge enough to cover overhead and perform the job in the allotted time
- ◆ **Your Business and You**
Alter your business to fit your needs and personality
- ◆ **Getting the Numbers Right**
Track production accurately, and learn what price you should charge



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SELLING & MARKETING CONSTRUCTION PRODUCTS AND SERVICES

-Sales & Marketing for Distributors & Manufacturers-

Are your contracting customers getting what they want from you?

This program is targeted toward anyone who sells to contractors and other service businesses. Today's sales professionals must go beyond social relationships with customers, to develop mutually beneficial professional alliances. Sales managers, inside and outside salespeople, and business owners will benefit strongly from this hard-hitting and thought-provoking look at your relationship with your contracting customers.

Topics Covered:

- ◆ **Relationship vs. Consultative Selling**
Generate business partners who are more than buddies
- ◆ **Targeting Your Marketing Area**
Cultivate the full potential of your selling environment
- ◆ **Understanding Buy Chains**
Determine how your products and services fit into the decision-making process
- ◆ **Customer Service vs. Sales Roles**
Establish employee responsibilities and clearly identify the purpose of the sales team
- ◆ **Learn What Business Owners Want From Representatives**
Deliver what the customer needs and build value
- ◆ **Competing in the Changing Marketplace**
Adapt constantly to survive and succeed
- ◆ **Developing Strategic Business Partnerships**
Differentiate between servicing your customers and partnering with them
- ◆ **Identifying Market Trends**
Recognize shifting demand and buying influences
- ◆ **Sales Strategy, Positioning, and Conversational Logic**
Plan ahead to work from your strongest advantages



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GROWING AND DEVELOPING SUPERVISORS

-Supervisory Training Seminar-

Looking for the perfect supervisor? Maybe you don't need to look very far...

If you want to develop men and women into managers, or perhaps want to work on your own supervisory skills, this seminar can help. Geared towards anyone who manages people, including foremen, owners, and project managers, this real world presentation has been used to train over 8,000 supervisors in leadership, transition to management, problem solving, and ending communication conflict.

Topics Covered:

- ◆ Transition to Supervisor
Position your organization's ladder to success
- ◆ Leading vs. Bossing
Move beyond ordering to responsible delegating
- ◆ Creative Problem Solving
Cure the disease instead of treating the symptoms
- ◆ Motivating People for Maximum Performance
Know when to use the carrot and when to use the stick
- ◆ Improving Communication
Stop being the last to know
- ◆ Coaching and Training Your Workforce
Refine your human resource skills
- ◆ Team Building and Organizational Development
Assemble the teams that will make your business go
- ◆ Dealing With Difficult People
Renovate human disaster areas



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HOW TO SUCCEED and THRIVE as a CONTRACTOR IN TODAY'S MARKET

-Business Management and Strategies-

Is your business prepared for the changes facing the construction industry? Trends like shrinking margins, and more complex jobs with less time to complete them can make just surviving an almost impossible challenge. This program will help you to establish goals and strategies to keep pace with the lightning-fast changes in the market, enabling you to not just survive, but also succeed.

Topics Covered:

- ◆ **Strategies for the Changing Market**
Think ahead to keep from falling behind
- ◆ **Identifying the Best Structure for Your Business**
Understand what business structure best fits your skill set, personally and market
- ◆ **How to Combat Shrinking Margins**
Market your value instead of discounting your price
- ◆ **Focusing on Key Business Drivers and Strengths**
Discover your skills and fight for your business from a position of strength
- ◆ **Positioning Employees and Systems to Compete**
Maximize your resources
- ◆ **How to Realistically Budget Costs**
Find the hidden costs that are eating away at your profit
- ◆ **Building a Profitable Pricing Structure**
Set the proper value on your work to succeed
- ◆ **Determining Winning and Losing Jobs**
Separate the jobs that will earn you the money from the money pits



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GETTING MORE DONE: TURNING TODAY'S RAT RACE INTO A PRODUCTIVE WORK PLACE

-Time Management Seminar-

Do you run your business, or does your business run you?

Does it ever seem like there is just more to do than you can get done? In today's world, most of us are asked to get more done in less time. This program will help you develop the basic personal and organizational skills to enhance your productivity. More than just time management, this course demonstrates the need to clearly understand leadership priorities and the ways to implement them, offering insights to supervisors, owners, managers, key employees, or anyone interested in personal and organizational productivity.

Topics Covered:

- ◆ **Identifying Your Job Priorities**
Examine the way you spend your day
- ◆ **Organization 101 - Controlling Your Own Destiny**
Orient your day in the direction you want to go
- ◆ **Eliminating Time Wasters**
Cut away the dead weight and make your time more profitable
- ◆ **Defining Direction and Purpose**
Clarify your role in the organization
- ◆ **Identifying and Managing Productivity Keys**
Shrink cost while achieving maximum efficiency
- ◆ **Meeting Deadlines**
Beat the clock worry-free
- ◆ **Using Plans That Work**
Implement effective change
- ◆ **When, How, and Where to Delegate**
Strengthen leadership by sharing responsibility



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DYNAMICS OF FAMILY BUSINESS

-Succession Seminar-

How well does your biological family interact with your business family?

Founders, spouses, siblings, and chosen successors will want to experience this sobering and uplifting look at family business succession, assembled from experiences of the thousands of family business clients that PROOF has assisted over the years. Can my family business be passed on to the next generation? Should it be? How can I plan to make the transition as easy and profitable as possible? If any of these questions sound familiar, this seminar is for you.

Topics Covered:

- ◆ **Succession Plan Components**
Blueprint the future of your company
- ◆ **Stages of Business and Family Impact**
Evaluate the interactions between your professional and personal life
- ◆ **Preparing for Succession**
Work now to make the transition seamless
- ◆ **Founder of Business Action Plan**
Determine life after succession
- ◆ **Siblings and Future Leader Development**
Prepare a willing successor to take up the reins
- ◆ **How to Retain Key Non-Family Employees**
Retain the human resources at the core of your company
- ◆ **Communication and Planning**
Remove the element of surprise from your future planning
- ◆ **Committing to a Written Plan and Timeline**
Avoid surprises and obstacles to your succession
- ◆ **The Bottom Line: What Can Your Business Stand?**
Project your company's fighting chances
- ◆ **Determining and Knowing Your Options**



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Strategies for Success In a Slower Market

-Guerilla Tactics and Practices for Immediate Use

This program is only for owners, partners and upper management. The goal of this seminar is to offer realistic information that a business owner can put to immediate use should their market slow and become more competitive.

Topics Covered:

- ◆ **Importance of Maintaining Margins**
Avoiding the price cutting practices that kill many contractors
- ◆ **If, When and How to Downsize**
Learn how a non-growth strategy may actually yield more income
- ◆ **Maximizing Sales Performance**
Understand why and how to make every lead count
- ◆ **Leveraging Suppliers and Contacts for the Utmost Benefit**
Know the deal and leverage benefits other than price
- ◆ **Positioning Key Performers to Achieve Higher Profits**
Identify the rainmakers and profit creators
- ◆ **Understand How, Who and Where to Cut Prices**
Price cutting can work but only when strategically positioned
- ◆ **Leading Your Organization in a Tougher Market**
Your people want to know the boss has a plan
- ◆ **Reorganization Need Not Be a Negative Situation**
Determine when seniority is an advantage or detriment
- ◆ **Focusing on Your Core Competencies**
Discover why utilizing your strengths offers faster recovery than expansion



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