

# MANAGING FOR BUSINESS SUCCESS

Manage your organization to drive revenue and increase profitability

## For Owners and Managers

New or experienced owners and managers can get their hands around all facets of running a top notch HVAC organization with our systematic tools that improve business performance. This workshop is customized for the HVAC business owner or manager, whether you are a small dealer or a dedicated business manager from a larger firm. The workshop provides systems and tools that drive both sales growth and operational profitability.

## Workshop Agenda

- Business Management
- Planning and Forecasting
- Time Management for You and Your Team
- Employee Motivation
- Running Business Meetings



## Achieving Impressive Management

Good business management properly applied is the least expensive, most effective way to increase revenue, margins, market share, cash flow, and return on investment, as well as to beat the competition and make yourself a hero. This means serving as a role model for your service technicians and sales professionals, as well as providing them with appropriate guidance on how to improve their performance. Effective management is a great equalizer for smaller firms. It costs no more to properly hire, train, motivate and evaluate your employees. Solid management, planning, and communication are no more expensive than performing these functions poorly.

Monte Lewis worked individually with my sales team, and then facilitated a strong general session. We have a variety of salespeople with different strengths and weaknesses. We reach out to a variety of customer types, where we face different degrees of acceptance and levels of market share. Monte helped us identify a common approach. Even in a year with rapidly decreasing industry sales volumes, our sales numbers came in slightly up. Most importantly, my sales team is positioned well to grow as the team moves into the future.

*David Weiss - General Manager, HVAC Solutions, LLC*