



## RotoMasters<sup>SM</sup> Certified Training presents

*Vital Learning Experiences'*

# Maximizing YOUR PROFIT

*featuring industry experts Vicki and John LaPlant*

- \$ Are you making enough profit?**
- \$ Are you satisfied with your gross margin %?**
- \$ Are you satisfied that your pricing adequately recovers overhead and profit?**
- \$ Do you recognize how labor impacts pricing?**

***Learn how to maximize your profit with this special limited-time training event.***

***Don't miss out!***

**Who Should Attend:** Owners, Service Managers, Installation Managers, Office Managers, Bookkeepers, Salespeople

**When:** Wed., Jan. 6 or Wed., Feb. 3, 2010, 8 a.m. - 4 p.m.

**Where:** Comfort Suites, Grapevine, TX 76051

Increase the value of your January or February RotoMasters Certified Training visit. Add this day at one special low rate for your company.

***Excel-based Pricing Software Included!***

**REGISTER TODAY!** *Seating is limited.*

**Call Rotobrush at 1-866-503-1744.**

### Topics Covered

- Basics of an Income Statement
- Definition of Direct Costs of Installation
- Identification of Overhead Items
- Recovering Understated Overhead
- Guidelines for Overhead as % of Selling Price
- Definition of Gross Margin
- Guidelines for Gross Margin as % of Selling Price
- Creating a Selling Price Using Gross Margin
- Creating a Selling Price Using Overhead to Labor
- Comparison of Two Pricing Methods

### About the Instructors

Vicki and John LaPlant are the duo known as Vital Learning Experiences, a training and consulting business with deep roots in the HVACR industry. The team uses their combined 49 years of experience working with some of the nation's top producing contractors and distributors to provide training programs designed for one simple purpose – to transform your organization into a thriving and profitable business enterprise. Vicki and John offer dynamic, practical, real-world training seminars and one-on-one consulting focused on results-oriented systems aimed at improving your profitability.

