

How Systems Will Help You Overcome Your Shortcomings



Simple Systems for Sales, Marketing, People, and Profits

The Dream



The Dream



The Dream



But, the Dream Comes with Some Nightmares



The Unspoken Fears We All Have



I am ...

Not making the money I hoped for

Not Really a Business Person

Afraid I Can't Handle Employees

Not able to give up control

Stuck and worried I can never retire

This is **NOT** Your Fault

None of Us Were Trained for This



Let Me Show You A Better Way



Why I am Qualified to Teach This...



Home Services Since 15 Years Old



Home Services Since 15 Years Old Successfully Built and Sold a Business





Home Services Since 15 Years Old
Successfully Built and Sold a Business
Amazon Best Selling Author



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Co-Host of Blue Collar Nation Podcast



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Made Every Mistake Imaginable

You Can Grow Without Being Some Super CEO



You Don't Need to Be the “Michael Jordan of Carpet Cleaning”



You Just Need Systems to Overcome Your Shortcomings



**You don't grow by knowing more,
You grow by removing chaos**

5 Problems That Ruin Every Business

Problem #1: Marketing



**You are a Marketing and Sales Company
that Just Happens to Clean Carpet**

The Problems:

Random Activity

No Tracking

No Marketing Calendar/Schedule

Buying a “Magic Solution”

Problem #2: Answering the Phone



**More Business is Won or Lost in Home Services
on the Phone Than Anywhere Else**

The Problems:

We Just Throw Mama on the Phone

Answering While Cleaning

Letting Calls Go to VM

No Formal sales training

Lack of sales scripts

Problem #3: Sales



Your Secret Pre-Spray Recipe Does NOT Create Sales

The Problems:

Lack of Confidence

Scarcity Mentality

No Set Sales System and Pricing Structure

Lack of Sales Training

Problem #4: Managing a Team or Helper



“Shut Up and Do What I Say” Does NOT Work Anymore

The Problems

Lack of an Employee Manual

No Process Flows and Systems

Lack of Training

No Review Process (Written)

My Gift to You

PERFORMANCE EVALUATION FORM

Name: _____ Position Title: _____ Date: _____
 Department: _____ Immediate Supervisor/Title: _____
 Department Head/Title: _____ Review Period: Probationary Annual

INSTRUCTIONS: This form will be completed at the end of an employee's probationary period and quarterly thereafter by the employee's immediate supervisor. The supervisor may also ask the employee to complete a self-appraisal. The supervisor's evaluation is to be reviewed by his/her immediate supervisor. Once the review has been conducted, a copy is given to the employee, a copy retained by the supervisor, and the original sent to Human Resources.

Rate the employee's performance relative to time in position by checking the most appropriate rating. Make an explanatory comment to support your rating, and where possible cite specific examples of behavior that led to the rating. When performance does not meet expectations, list specific goals for improvement and the date you expect them to be achieved.

| | Not Applicable | Does not Meet Expectations | Meets Expectations | Exceeds Expectations | Comments |
|---|----------------|----------------------------|--------------------|----------------------|----------|
| Job Knowledge: The extent to which the incumbent is familiar with policies and procedures applicable to the position and able to work independently. | _____ | _____ | _____ | _____ | |
| Productivity: The volume of acceptable work produced. Ability to organize and prioritize work; utilize time well and fully meet deadlines. | _____ | _____ | _____ | _____ | |
| Quality: The ability to complete work accurately and neatly to meet quality standards. | _____ | _____ | _____ | _____ | |
| Responsibility/Initiative: Acceptance and fulfillment of work assignments, leadership, intelligent decision making. | _____ | _____ | _____ | _____ | |
| Relationships: The ability to establish and maintain effective relationships with others with whom interaction is required in the performance of the position. | _____ | _____ | _____ | _____ | |
| Adaptability/Resourcefulness: The ability to adjust to change with a minimum of disruption to productivity. Ability to contribute useful ideas for improved performance of the position. | _____ | _____ | _____ | _____ | |
| Attendance/Punctuality: Absences in this review period: _____ days; _____ occurrences. Latenesses in this review period: _____ occurrences. | | | | | |
| Supervisory Skills: The ability to get effective results from others. | _____ | _____ | _____ | _____ | |
| Overall Evaluation | _____ | _____ | _____ | _____ | |

Comments by Immediate Supervisor. (Please include (a) rationale for your overall evaluation, (b) key strengths of the employee, (c) any ways in which the employee needs to improve, and (d) what the employee has accomplished during this review period to prepare for greater effectiveness in the present position and/or prepare for more responsibility. Add extra sheets if necessary.)

In the upcoming review period, what should this employee do to develop greater effectiveness in the current position and/or prepare for greater responsibilities? (Consider coursework, self study, reading materials, etc.)

Name _____ Signature _____
 Title _____ Date: _____

Comments by Ownership or General Manager. (Please comment on the employees performance from your Perspective. Add extra sheets is necessary.)

Name _____ Signature _____
 Title _____ Date: _____

Comments by Appraised Employee. My performance has been discussed with me as described in this appraisal. (Please feel free to add any comments you have concerning your performance, your development, or your review. If you wish, you may give these comments directly to your supervisor, in writing, within the next five (5) working days. Add extra sheets as necessary.)

Name _____ Signature _____
 Title _____ Date: _____

12/01

 **SUPER TECH UNIVERSITY**

supertechu.com
larry@supertechu.com
909-767-1468

Just Fill In All of Your Contact Info and We Will Send

Problem #5: Understanding Financials



Most of Us Avoid Really Learning Our Numbers

Where We Are:

Avoidance

Feelings of Financial Inadequacy

Guessing (No Job Costing)

Actual Profit vs. Profit as Your Pay

Bonus Problem: Managing a Thriving Business



Keeping It Thriving is the Trick

I Had to Figure All of These Things
Out If I Was to Reach My Goal



My Goal was to Retire at 50



I Missed It...I Was Able to Retire by 52

In 2018 Larry and I Sold



Never Having to Work Again

My 4 Days of Retirement Were Hell



Let's Talk About How I Did It



I Needed Systems!



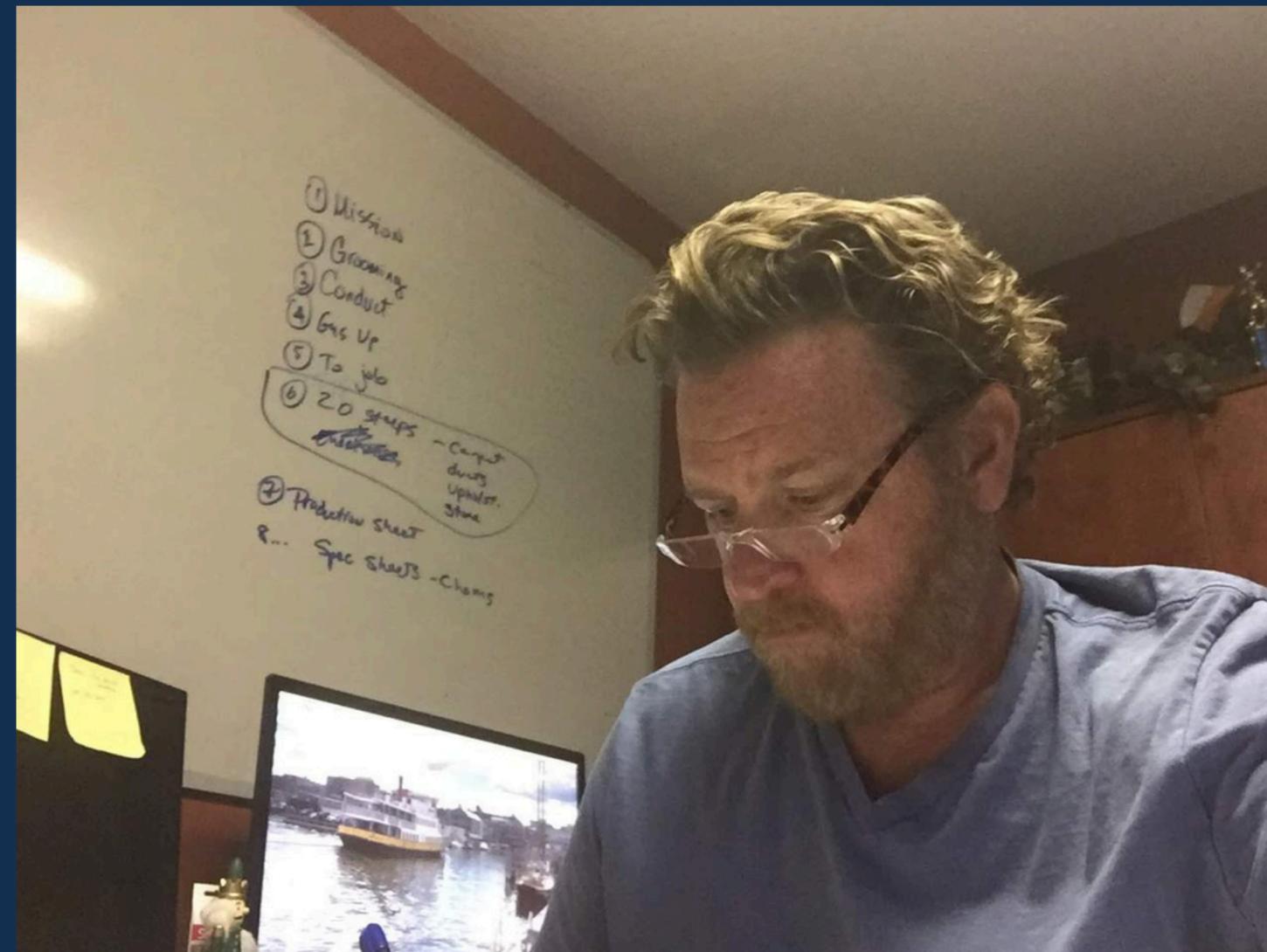
That Were Tailored to Training a Team to Help Me Reach My Goal

Nobody Had Exactly What I Wanted



So I Built It Myself from Scratch

I Figured it Out with Two Years of Late Nights, Tons of Trial and Error, and LOTS of Failure



I Want to Help You Fix the 5 Problems



We Start with Marketing



Systems We Need to Get the Phone Ringing

Marketing Failure Story



\$48,000 Ad Spend for 1 Job

Super 5 Marketing System

26 Business Development Training Videos

Marketing Route System

Chamber of Commerce/Business Group Training

Free 30 Min Consultation on AI in Marketing w/ Katie Harris

Marketing System: Weekly/Monthly Checklist

ROI Tracking System

Marketing Calendar System

Retail Price: \$1,500

Testimonial: Spotless Restoration



“We doubled our restoration business in 2 years using the Super 5 Training System for our marketing.”

-Paul and Tina, Owners

Super 5 System

Super 5 Marketing System: \$1,500

Now We Need to Turn Marketing Spend Into Dollars on the Phone



Super 5 CSR Training System

Booking the Call e-Book

CSR Best Practices Training

36 CSR Training Videos

Phone scripts for price shoppers

Overcoming Objections Cheat Sheet

Role Play Workbook

Retail Price: \$1,000

Super 5 System

| | |
|-------------------------------------|----------------|
| Super 5 Marketing System: | \$1,500 |
| Super 5 CSR Training System. | \$1,000 |

Testimonial: Patterson's Plumbing



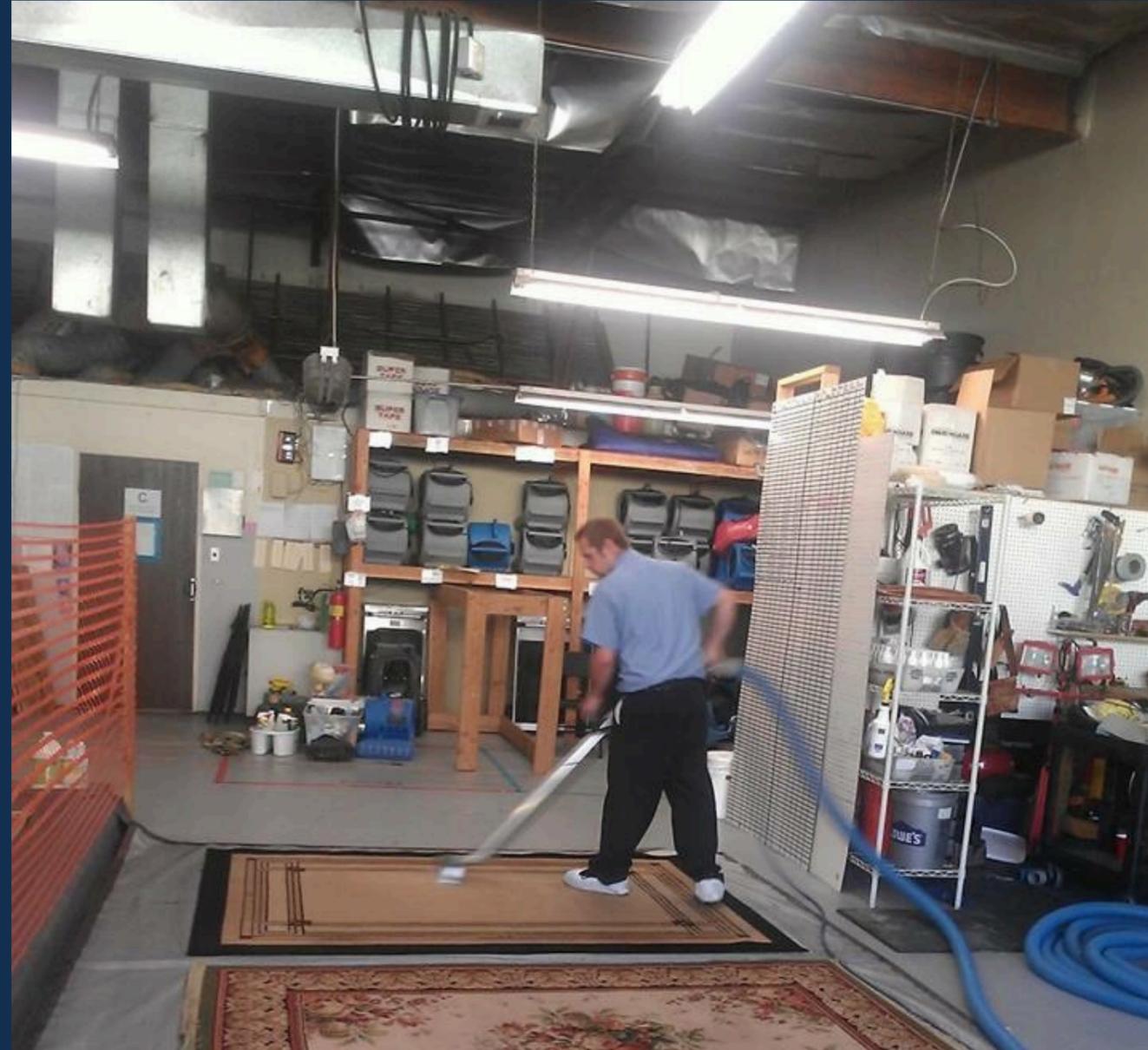
“The Super Tech Training has helped our office team be more confident on the phone and that has helped us get a lot more inspections leading to higher sales.”

-Katherine, Owner

Our CSR Booked an Estimate, Now We Need to Know How to Close Big Tickets



Sales Failure Story



Meet Me in the Bar in 15 Minutes

Super 5 Sales Superstar System

52 In-Home Sales Estimator Training Videos

Estimator Workbook with Personality Assessment

Selling with DISC Personality Types

Money Mindset Workbook: Scarcity vs. Abundance

Inspection Sheet Sales System

Eric's Cleaning and Restoration Sales Systems

Retail Price: \$3,500

Super 5 System

| | |
|---|----------------|
| Super 5 Marketing System: | \$1,500 |
| Super 5 CSR Training System. | \$1,000 |
| In Home Sales Superstar Training | \$3,500 |

Testimonial: Doug's Carpet Care



“I went from \$425,000 to \$750,000 with no added vans or people just by implementing the Super Tech sales system. It was a game changer for us.”

-Levi Gain, Owner

The Job is Booked, Now We Need to Give Great Service to get Repeats, Reviews, and Referrals



Service Failure Story

“Boss We Need to Buy Them a New Sofa”



It Happened When Dale Put the Gas Powered Weed Whacker on It



Super 5 Technician Superstar System

60 Technician Behavior Training videos

20 Service Manager Leadership videos

Selling Protectant System/Script

14 CE Credits with IICRC

Technician Diploma

Super Tech Certified Patch for Each Tech

Morning and Evening Van Checklists

Retail Price: \$4,000

Super 5 System

| | |
|---|----------------|
| Super 5 Marketing System: | \$1,500 |
| Super 5 CSR Training System. | \$1,000 |
| In Home Sales Superstar Training | \$3,500 |
| Technician Superstar Training | \$4,000 |

Testimonial: AllKlean Cleaning and Restoration



“ I don’t know how you can run a service based company and not train your team how to give amazing service.”

-Kevin Bunce, Owner

Now We Have Work, So We Need to Protect and Maximize the Cash



Financial Failure Story



Are We Making Any Money???

Super 5 Financial System

Video Course: Financial Literacy for Carpet Cleaners

Profit and Loss Statement Training

Job Costing System

Job Costing Video Training Class

Weekly Business Finance Flash Report

Retail Price: \$1,500

Super 5 System

| | |
|---|----------------|
| Super 5 Marketing System | \$1,500 |
| Super 5 CSR Training System | \$1,000 |
| In Home Sales Superstar Training | \$3,500 |
| Technician Superstar Training | \$4,000 |
| Financial Literacy Training | \$1,500 |

Testimonial: The Right Connection Electrical



“Eric asked us if our jobs were profitable. We said we “thought” they are. He told us to prove it by job costing. It turns out we were losing money on many of the jobs. We started the Super Tech job costing system and now we are profitable.”

-Erik and Mandy, Owners

Building the Business is One Thing. Long Term Management of a Larger Business...



Requires Skill, Training, and Upping Your Game

Business Management Failure Story:

**We added \$1 Million in Revenue in 1 Year.
We spent more than a Million to Do It !!!**



Road to Seven Figures Retreats

2 Tickets to a Road to Seven Figures Retreat

SWOT Analysis Workbook

In Depth Business Owner Assessment

3 Months of Monthly Zoom Mastermind Access

3 Months of Private Facebook Group Access

3 Months of Access to My Friday Office Hours

3 Months of Monthly Accountability Calls with Larry

Retail Price: \$5,500

Super 5 System

| | |
|---|----------------|
| Super 5 Marketing System | \$1,500 |
| Super 5 CSR Training System | \$1,000 |
| In Home Sales Superstar Training | \$3,500 |
| Technician Superstar Training | \$4,000 |
| Financial Literacy Training | \$1,500 |
| Road to Seven Figures | \$5,500 |

Testimonial: Orange Coast Cleaning



“Joining the retreats has helped show me what I need to do next, they hold me accountable to doing what I need to do, and surrounding myself with other entrepreneurs has made me up my game.”

-Logan, Owner

Super 5 System

| | |
|----------------------------------|---------|
| Super 5 Marketing System | \$1,500 |
| Super 5 CSR Training System | \$1,000 |
| In Home Sales Superstar Training | \$3,500 |
| Technician Superstar Training | \$4,000 |
| Financial Literacy Training | \$1,500 |
| Road to Seven Figures | \$5,500 |

Total Retail Price

\$17,000

This Isn't A Cost...
It's an Investment

Get Everything Here For Just

\$2,999

Or Spread Out Payments

12 Payments of \$299

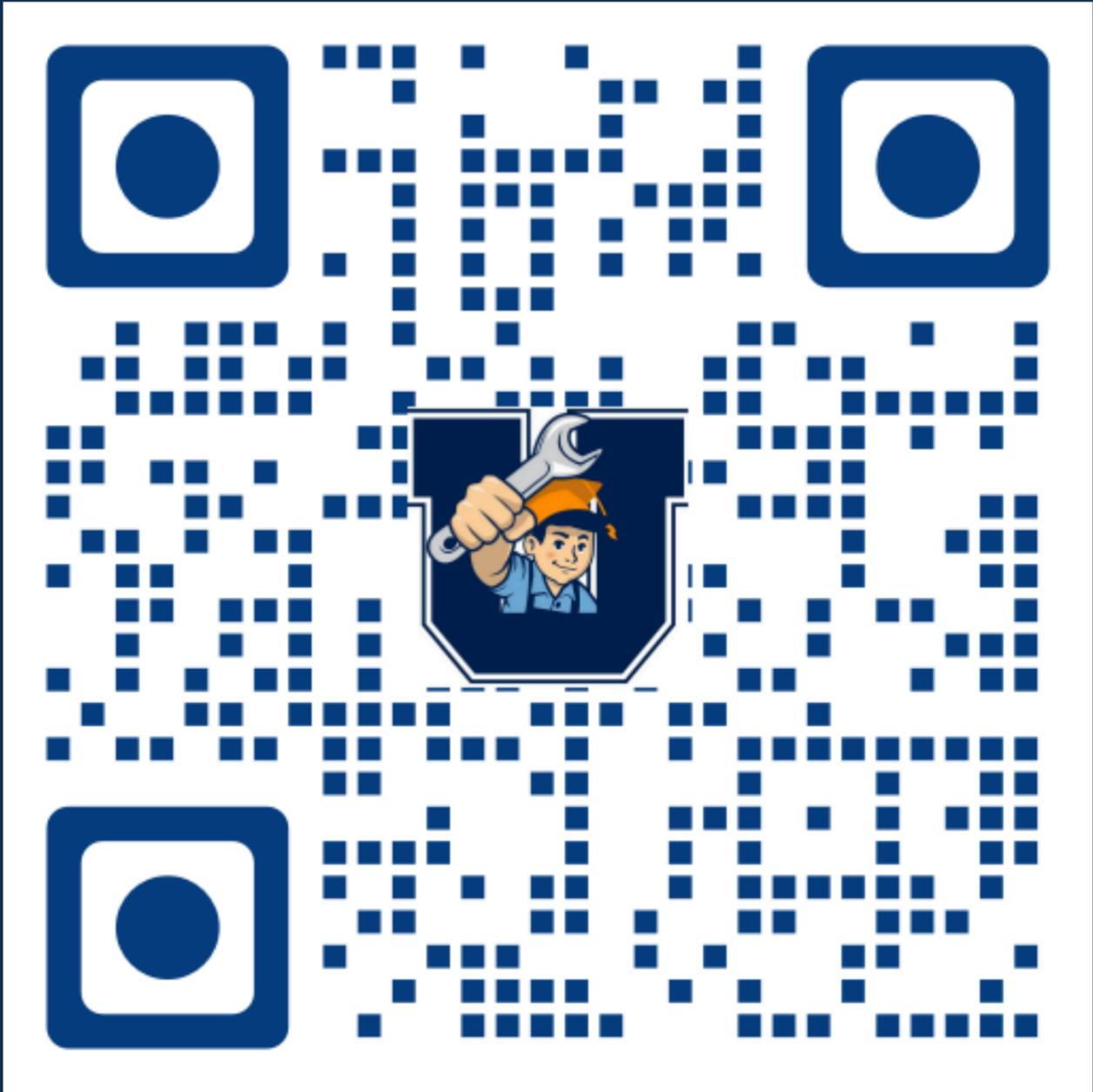
We Are Only Selling 10 at This Show

Fast Action Bonus



The First 5 to Sign Up Get 1 Month of
One to One Coaching w/ Me to Get Moving

\$2,000 Value



Questions