

CONTRACTOR BUSINESS BATTLE PLANS

QUICK SKIRMISH TO SURVIVE

Instant Cash Flow Rescue Plan

- 1) *Send postcards and letters proven to retain prior customers: from 38.5 cents each including postage with \$150 start up
Lots of firepower using postcards and letters proven to retain prior customers. Includes printing, addressing and postage from from 38.5 cents each
Famous for huge results.... normally \$8 to \$16 in sales per each \$1 invested*
 - 2) *Handwritten thank you notes to your last 3 months customers: 99 cents
Normally \$20 to \$50 in sales for every \$1 invested*
 - 3) *Effective website coupon changes: \$150, or complete basic website with the most basic SEO: \$700*
 - 4) *Proven Google ad word campaigns that get high ROI: \$370 set up then, 85% of your ad money goes to Google. Then contractor 20/20 receives only a 15% agency fee of Ad Words places per/month or \$50, whichever is greater.*
 - 5) *New Customer Direct Mail targeting study to reduce advertising costs: from 38.5 cents each including postage, plus \$150 start up
To hit the right target customers, we use the same data used to determine credit scores. We use national data bases to profile your most likely new customers based on your current profiles*
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LIGHTNING STRIKE TO TAKE THE OFFENSIVE

Medium Term Profit Booster Plan

- 6) *Internet ROI Estimate and Study: \$175
You can learn in advance the number of searches consumers are doing in your geographic area for your products and services. You can also know the educated close estimate what ads your competition is running, which one they are keeping, and what they are paying and investing in their*

Google campaigns. Then by using normal sales per click rates, you can have a fair estimate of how many new customers you can get, at what cost from your proposed online advertising campaign.

- 7) *Consumer study of prior customers to determine the retention rates of prior customers (normally 75% for high profit companies), as well as, your reputation, satisfaction rates and pricing problems or opportunities: We discover what your sales growth potential is for additional products for prior customers, to accomplish this we must call up to 500 recent prior customers to complete the 50 person survey. We send you all completed surveys along with analysis and comparisons to the industries best performers and recommendations for action in a bound book.
\$425*
- 8) *Consumer study of general public in target zip codes we discover what your growth potential is for new customers and your brand strengths and weaknesses, also the probable resistance to growth. We discover your company's awareness level, price objection levels, quality objection levels and conversion from awareness to intention to use (normally 15%). This number is a great measure of brand strength. We determine if you need to just grow awareness or change the public's opinion of your brand. This factor is of key importance to develop both the content and frequency of advertising. To accomplish this we must call up to 500 potential customers to complete the 50 person survey in your target zip codes. We send you all completed surveys along with analysis and comparisons to the industries best performers and recommendations for action in a bound book.
\$425*
- 9) *Pricing and High Profitability systems ...to maximize your ROI, no charge, when you do a with a consumer study: \$ Free*
- 10) *Yellow page results analysis... and design suggestions..with a consumer study: \$ Free*
- 11) *Sales "safety net" retention system to keep sales about to be lost due to price issues.with a consumer study: \$ Free*

FULL BATTLE TO WIN

Long-Term High Profit and Unlimited Growth Plan

12) Executive Dashboard system ...to benchmark 9 key numbers that identify your cost saving and sales increase options: \$175

We study costs; labor, material, overhead, average sale, hourly efficiency to determine optimum pricing and staffing levels. CSR & Tech closing rates. Tech average tickets

A. Compare pricing and markups to customer retention rates

B. Hourly efficiency rates

C. Determine profit potential

D. History of marketing results

E. Positioning and slogans

F. Overhead, labor, materials and profit goals

G. Potential for extra sales during slow months using direct mail

FACT: Charging too much due to poor planning hurts your business just as much as charging too little and cheating yourself out of your deserved profits.

13) 12 hours of CSR, tech, salesperson training ...by video and online to maximize your closing rates and average tickets: \$575

14) Customers Acquisition Cost Study ... this source tracking system will identify your wasted advertising dollars: \$275

A. We determine your cost per new customer.

B. We consider how your yellow page ad internet ads content, placement, as well as your top of mind awareness are affecting your results.

C. We show you how your numbers compare to the national averages and top results.

D. We recommend proven methods to increase response.

E. We want to know: New or Repeat? Where did they find your phone number? What page of the phone book? What book? What ad? What year book? Did they see your truck? A postcard? A magnet? A window thermometer? A valve tag? Equipment ticket? The internet? Did they book an appointment? Who was the tech? What was the sale? You need to know what is working, so you can do more of it, and what is not working so you can fix it or eliminate the waste. **FACT: proper placement, content and awareness methods can make your advertising results six times better.**

15) Professional Website creation.... including 18 pages with effective proven SEO \$3000 to \$7000 according to your market's competitive factors

16) **Media Studyfor Low Cost Brand Building thru Radio, TV, Cable TV options \$325**

In most markets, you can reach customers 37 times on radio or TV for every 1 time by direct mail in the long run radio and TV is the best way to build name recognition and influences mass numbers of new customers .. we uncover Radio, TV, cable, billboard and movie theater marketing that's proven successful, low cost through competitive bids and use of Nielson and Arbitron ratings that get you higher ROI. Ready made to grow your salesWe call every radio, TV and cable station in your area to determine the most efficient ways to build awareness.

A. Targeted to your best customers by age, gender, income and lifestyle.

B. Your target area-your service area.

C. We calculate the cost per percentage part of target audience reached with each commercial (CPP) to determine best ad buys in your area.

FACT: Most contractors waste more than half their advertising dollars.

17) **Custom Message on Hold Branding with your happy customers' testimonials: \$500 ... without Testimonials \$250.**

18) **Custom Music Jingles to help consumers remember your name & slogan: \$1250**

A custom jingle will reduce the number of times a potential new customer needs to hear your ad to get results, and a smart sung phone number is easier to memorize, which reduces the need for that new customer to rely on the yellow pages or the internet to find your phone number.

19) **Hire the Best ... with Successful Radio, TV, Online, Direct Mail and Newspaper ads: \$Free**

20) **Beautiful, classy 4-page, full color glossy spring and fall newsletters: from 59¢ each, including postage.**

At your service,

Mike

Mike Morosi, President, Contractor 20/20

607.770-8933 x80: free initial consultation

**Direct Mail, Radio, and TV advertising...sales and service
Free Profit, Pricing and Employee Recruitment consulting
A service of Multimedia Advertising Services LLC
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**Proud to be a PHCC/QSC
Industry Partner, and a
Service Roundtable
Consulting Partner
Pleased to serve over 100
contractors in 40 states.**

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A Perfect Vision for Success

Okay Mike, Sign Me Up

Call Me With More Info

Your Company Name _____

Contact Name _____

Contact Phone Number _____

Contact E-Mail Address _____

- Direct Mail Startup \$150
- Thank You Notes
- Website Coupons \$150
- Basic Website \$250
- Basic Website w/Basic SEO \$700
- Google Adword Setup \$370
- Direct Mail Targeting Study \$150
- Internet ROI Study \$175
- Consumer Study - General Public \$425
- Consumer Study - Customer Base \$425
- Tech & CRS Training DVDs \$575
- Customer Acquisition Study \$275
- Professional Website \$3000-7000
- Media Study: TV, Radio \$325
- Message On Hold \$250
- Message On Hold w/Testimonials \$500
- Musical Jingle \$1250
- Custom Newsletters

**Buy 3 or more -
Save 5%**
**Buy 6 or more -
Save 10%**

CREDIT CARD INFORMATION

Mailing Address
of Credit Card _____

Credit Card Number _____

Expiration Date _____ CVV Number _____

Please fax to (888) 217-2743

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