

# ***Restoration Strategy and Marketing for Domination***

## **Totally Booked University (TBU) 2 Day Workshop**

### **Course Overview:**

Restoration, remediation and damage repair projects have a unique 3 party relationship whereby the person a restoration company does the work for normally is not paying the bill. Sometimes 3<sup>rd</sup> party experts are involved or multiple payees might be on the check a restorer must have signed off after the work is completed, which may bring about another set of challenges. Successful restorers must understand this complex dynamic unique to this industry to build customer relationships and grow their business!

Many business owners' view marketing as either advertising or selling. Executives with the word marketing in their job titles spend much of their time with advertising or selling. Both activities are important elements of a marketing program, but they are not marketing! Marketing is a process with 6 steps; the most important step is to differentiate your company from the competition! If your company cannot do that in the mind of the customer, the buying decision is based on price!

### **Apply the principles of the world's leading strategic thinkers & marketing experts:**

To win in the restoration marketplace, the core business reasons are no different than any other industry, find your focus, position your company, execute a strategy to differentiate from the competition and dominate the market! This course will give you a condensed lessons learned from some of the world's leading authorities on strategy, positioning and focus, today's business leaders call them "The Masters"! Understanding these principles and then applying them with industry specific strategy and tactics will give your business its' piece of the pie in a competitive and consolidating marketplace.

But there is more, what about social media and the electronic age we live in where does this fit with your marketing efforts? Learn what successful restoration companies do with their Facebook and Twitter accounts to get more clients? What does your website need to have in order to get more traffic and land you more restoration jobs? Come prepared to take home some fantastic ideas and concepts that you can implement immediately to increase your website presence and company profitability.

### **Execute for success with industry specific tactics:**

Are you sick and tired of bidding a job, getting work authorization, doing all the work satisfactorily only to find out the insurance company decides to pay you less than agreed upon, or even worse, to deny payment altogether? You will learn your rights as a restoration contractor and methods to collect every penny owed to your firm. Learn tactics to get mortgage companies and other payees on an insurance check/draft to sign off and release the funds. Get an update on all the buzz around the use of industry standardized contracts and forms and how to find the right attorney to help you comply with local contractor statutes (laws).

How can your company get the attention of hardened claims adjusters? Learn how to soft sell this important target customer every restoration company wants as this is where the rubber hits the road when it comes to insurance damage repair work.

***TBU Workshops: All About Building Your Brand!***

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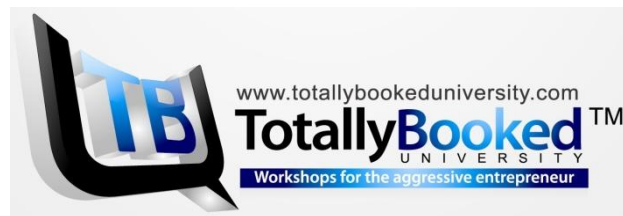
You will learn how to work with insurers and what you need to know about adjusters and the most important thing an adjuster needs to know about you. Where do you find adjusters who will use your services? How do you get their attention and referrals?

### **Who should attend this course and who should NOT? :**

A Totally Booked University workshop is for the serious, aggressive and forward thinking entrepreneur who really wants to find new customers and increase profitability. If you are looking for a "cookie cutter", 10 step program to succeed that will soon be a "me too" strategy in the marketplace; then Do Not come to a TBU workshop!

If you want to learn how to apply the best practices for strategy, marketing, leadership, risk management and working with the insurance industry then this workshop is for you.

If you think selecting the best business model to be successful, reducing your liability to stay out of court and collect your money is essential, then this workshop is for you. But, if believe developing and executing a marketing plan that will give you an edge on the competition isn't important; then this workshop is Not for you!



### **About Totally Booked University:**

Totally Booked University is the brainchild of Cleanfax magazine editor Jeff Cross. TBU workshops are for the serious, aggressive and forward-thinking entrepreneur who *really* wants to find new customers and increase profitability. TBU's Restoration Marketing Workshop is for Restoration Professionals only! If restoration, remediation and damage repair is not one of your primary service sectors, please do not sign up for this event!

### **Strategic Alliance with Industry Consultant, Advisor and Activist:**

Jeff has teamed up with long time cleaning and restoration industry veteran, trainer and the Restoration Industry Association's (RIA) Industry Advisor Pete Consigli, CR, WLS to assemble a team of leading authorities in their areas of expertise. Jeff, Pete and their expert instructors will provide TBU workshop attendees "the edge" they need in today's competitive restoration marketplace to stay ahead of the pack! Restoration is a rapidly maturing sector of the larger cleaning and construction industries and only the most focused and committed companies will get a share of this multi-billion dollar market.

**For more information: [www.TotallyBookedUniversity.com](http://www.TotallyBookedUniversity.com)**

**Entrepreneurs Get Paid for Your Lifetime of Work!**

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