



2 Days of Training | 1 Goal:
Let *The EverRest Group* Help You Create a
Blueprint for Your Business!



WHEN:

April 19-20, 2022

LOCATION:

DoubleTree by Hilton, Hotel Rochester,
1111 Jefferson Rd, Rochester, NY 14623

RSVP:

Laurie Howren, 678-401-7539 or
lauriehowren@everrestgroup.com

TIRED OF THE GUESSWORK?

Join us for this unique training opportunity. The EverRest Group's Alex Viola will be hosting 3 days of classes designed to get your company on the fast track to success.

Interested in getting an in-depth review of the nuts and bolts of the EverRest program and having an EverRest Group rep take you through the process one-on-one? Keep reading to find out the details!

April 19th: Owners-Only Training, 9am - 1pm (lunch provided)

April 20th: Technician EverRest Lead-Generation Training, 8am - 11am

1

April 19th Agenda If possible, the dealer should bring the previous 12 months of the following (no information will be shared, this is simply to use actual numbers and get projections and goals in place): Each month's sales replacements and labor; breakdown of number of service calls each month; breakdown of number of tune-ups run each month; total number of clients in database; total number of maintenance contracts; whatever version of AP&L they have for the last 12 months or simply year ending.



HEADQUARTERS: 2015 E. 2nd Street | Montgomery AL 36106

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- Review any open issues/questions
- Discuss how Hans' leads guide his company
- Discuss what owners should be doing
- Discuss how owners should be acting
- Discuss how to properly motivate and properly correct
- Discuss the difference between procrastination and insubordination
- Have actual projections completed and in hand for the following 3 to 6 months or a fundamental understanding of how to implement and a clearly designed path on how to accomplish said goal(s).
- Have equipment retail pricing started and correct in multiple different configurations, not necessarily a complete book but a solid foundation to be completed at their location.
- Clearly understand how to implement and configure performance pay.

What We'll Cover:

- What are the 3 KPIs that EverRest/Hans utilizes to ensure optimal business operations (this is how and why Hans never guesses at his goals/projections)
- How to properly and correctly project sales goals
- How to get those technicians in homes - either in-house callers or Precision Media
- What is the purpose of conversion rate
- Equipment cost pricing/how to establish and easily maintain
- Repair cost/pricing - how to establish and easily maintain
- Pass out and review maintenance contracts, teaching the easiest way to enroll a client into a maintenance and the critical importance of this
- Review and understand performance pay & percentages of spiffs
- We will review overhead and what exactly comprises overhead. We will use the EverRest website directly and go down line by line.
- We will use the EverRest calculator on our live P&L to plug in each dealer's numbers individually and the immediate percentages of every tracked category.
- We will discuss what percentage of business (revenue) overhead is not to exceed and why.
- We will discuss the last time costs were reviewed by doing a shopping comparison of multiple fixed-cost items, including insurance, workman's comp, credit card machine, and mechanics.

There will be breakout sessions with other EverRest Regional Directors as well.

3

April 20th Agenda (3-hour technician lead-generation class)

What We'll Cover:

Types of lead generation:

- Step-by-step EverRest lead-generation training
- How to close on the spot
- How to close if you're by yourself
- How to close over the phone