

Transform your Business DNA – with Tom & Jerry



Tom Urban of ChimScan (chimscan.net) and

**Jerry Isenhour, of Chimney & Venting Consultants
(chimneyandventingconsultants.com),**

**.....the masters of the narrative chimney inspection
and documentation process**



Hosts: North Carolina Chimney Sweep Association/South Carolina Chimney Sweep Guild

When: Friday January 20 & Saturday January 21, 2012

Where: Waynesville Inn, 176 Country Club Drive, Waynesville, NC

You will learn:

- 1.** A new and innovative way to communicate the results of your inspections to your customers in a non-threatening way that they can easily understand. Gone are the days of the confrontational code quoting reports. (You catch more flies with honey than with vinegar).
- 2.** How to take these reports and turn them into cold hard cash (clearly leaving your competitors at a disadvantage). Learn proven procedures that will dramatically improve your closing rates.
- 3.** How this new system of inspection and documentation becomes a foundational tool to:
 - a.** Create a profit faucet that you can turn on when you need more business (even create a second spring/summer busy season).
 - b.** Increase your per customer dollar average (make more money even while serving fewer customers).
 - c.** How this reporting system can help establish your company as the obvious experts, bring in new dollars and help you win the lion's share of business in your market, regardless of price.
- 4.** A new (more productive) way to compute the cost of doing business.

You will receive:

- * Lunch both days
- * All the SOP's, SOG's, Scripts, Systems, and narrative language you will need to speak your customers language.
- * Information about a new automated report generator that generates killer reports by systematically answering simple questions about the chimney.
- * A new perspective on chimneys. At the end of this class you will look at chimneys from a whole NEW POV (point of view).

Who Should Attend:

If you're seriously looking for the barriers and limitations that are holding your business back, this seminar will address many of them and jump-start you into a new way of doing business.

This is a seminar on the *business* of chimney service and how to make it profitable and stop leaking income and profit from your time in the field. It will show you how to multiply your efforts and still comply with the national recommendations.

Owners, if you are looking to duplicate your best efforts through your employees, and track what is happening everyday, you and your staff will want to be here.

Investment for 2 days with Jerry Isenhour and Tom Urban:

First registrant: \$399*.

Additional registrants from same company: \$299*.

***NC Chimney Sweep Association/SC Chimney Sweep Guild member rates available**

Register early -- limited seating.

Registration Information:

Contact: Sandy

Telephone: 828-456-9775

FAX: 828-456-7162

Email: thefireplaceshop@bellsouth.net

Hotel Registration information:

Waynesville Inn

176 Country Club Drive

Waynesville, NC 28786

800-627-6250

\$ 75.00/night (includes Big Country Breakfast)

Mention ChimneySweep to get special Workshop rate.

Can come early and stay later.

NC/SC Winter Workshop 2012 Registration Form

Company Name _____

Street _____

City, State, Zip _____

Telephone _____ FAX _____

Email: _____

Membership info: SC _____ NC _____ NonMember _____

	Name	Non Member	Member
Ist registrant		\$	\$
Additional Registrant		\$	\$
Additional Registrant		\$	\$
Additional Registrant		\$	\$
Additional Registrant		\$	\$
TOTAL		\$	\$

Payment by:

Check: Check # _____ Amount _____

Credit Card: Card type: MasterCard _____ Visa _____ AMEX _____

Credit card #: _____ - _____ - _____ - _____

Expiration Date: _____ - _____ Security code: _____

Name as it appears on Credit card: _____

Address associated with Credit card:

Street _____

City, State, Zip _____

Credit Card Registration with Payments:

Phone: 828-456-9775

fax: 828-456-7162

email: thefireplaceshop@bellsouth.net

Questions?, Call:

Sandy: 828-456-9775

Renee: 864-682-5422

Make Check payable to: NCCSA

MAIL Registration WITH CHECK to:

NC/SC Winter Workshop

c/o Sandy

1547 S. Main St

Waynesville, NC 28786