

MAKING YOUR LIFE AS A CONTRACTOR LESS STRESSFUL AND MORE SUCCESSFUL

Customized **OPERATING POWER!**

AL LEVI WILL GUIDE YOU THROUGH THE DEVELOPMENT AND DOCUMENTATION OF UNIQUE, EFFECTIVE OPERATING SYSTEMS, POLICIES AND PROCEDURES.

Before we did the Customized Operating Power! Manuals with Al, no one in our company knew what was expected of them. It was always, "You didn't tell me that!" Now that has all changed – we've created the manuals and those are what we train on. There is no more "I didn't know that."



And, since implementing our Manuals, we have seen much better closing rates with the phone calls. The technicians are less frustrated because they now have a manual that outlines exactly what their job is, and the dispatchers are making better decisions. Everyone knows what to do, how to do it and who to go to when they don't.

Adam Belitz, Partner, Gold Medal, East Brunswick, NJ



APPLESEED BUSINESS, INC.

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Having customized manuals allows me never to have to go over the same thing twice. I simply refer to the manual our employee has signed for and ask if there has been a misunderstanding of the procedure. Once agreed that there is no misunderstanding, we move on with our lives. Hopefully the discrepancy never occurs again, but if it does we are ready.



Tim Flynn, Winters
Company, Belmont, MA



AL LEVI, LECTURER, COLUMNIST AND BUSINESS MENTOR RAN HIS OWN SUCCESSFUL PLUMBING AND HEATING CONTRACTING FIRM.

YOU MAY NOT WANT TO RETIRE AT 50, LIKE AL, BUT WOULDN'T IT BE SWEET IF YOU KNEW YOU COULD. AL HAS WALKED THE WALK, NOW HE TALKS THE TALK.

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Remote OPERATING POWER!

AL LEVI WILL GUIDE YOU THROUGH THE DEVELOPMENT AND DOCUMENTATION OF UNIQUE, EFFECTIVE OPERATING SYSTEMS, POLICIES AND PROCEDURES. THEN HE'LL FOLLOW-UP, RELENTLESSLY, TO MAKE SURE YOU IMPLEMENT THESE BREAKTHROUGH CONCEPTS.

We are so excited that we're finally getting all the knowledge and now the tools we need to run our company. Reading about what it takes to be in this business from Al's Power!Plans was an eye-opening experience. A great first step. And putting those skills into practice has already made a positive difference for our business.

And that was great. But, we knew we needed to go even farther, to move up to the next level. That next step was the Customization of the Operating Power! Manuals.

Al has obviously put many, many years into building not only a manual for his company, but one that is so advanced and so flexible that it can be customized to meet the needs of anyone in a contracting business. We'd recommend the Customization of Operating Power! with Remote Support to any contractor who's serious about taking control of his or her company.

Prior to Customizing Operating Power with Al's Remote Support, we just had a bunch of words. We were like any other employer who wants to define acceptable and unacceptable behaviors but isn't sure how to do it. Now our policies and procedures are written down and everyone, even us, understands their proper roles and responsibilities.

Gary and Greg Gouthro, Owners
Gouthro Plumbing Co., Inc., Brockton, MA

Note: The Customizing Operating Power! with Remote Support program is available only to those who have completed Al's Leadership and Operating Power! Plans.



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I'd been reading Al Levi's column in PM for months before meeting him at a C2000 meeting where he spoke. After that, I had no doubt. We needed him to get our operations to run smoother. Our company had been growing at more than 20% a year and that's a good thing. But it was creating bottlenecks and stress for everyone.



With Al's Operating Power! manuals we were finally able to document exactly how to run our business instead of it running us. The ongoing process of training and getting buy-in from the staff are the real secrets to what makes it so successful for us. Our already-good CSR conversion rate jumped from 75% to 92% with the manuals and the scripts in place! We got so good at capturing the call that we had the luxury of being more selective about the calls we wanted, so we went back and re-wrote a script for just this purpose. Imagine that!

I know how stressful life as an owner can be. Being so dependent on key staff to overcome the daily fire-fighting needed to keep things going without repeatable and documented systems is exhausting. Now, my staff is more easily cross-trained to help out in a pinch wherever they're needed. That has made a big drop in the level of our stress. The funny thing is that our guys know what is expected of them so they enjoy coming to work. And, the good news is that with the manuals they are prompted to make the right add-on suggestions and avoid going too far without quoting prices.



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I'd recommend Al to anyone who's interested in taking charge and enjoying less stress and more profits.

Steve Lowry, Owner, Lowry Electric, Inc., Hatfield, PA



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Before we implemented Al's Operating Power we had guidelines, but not everything was written down; a lot was in my head. In the first month after we rolled out our tech and apprentice manuals, we did have some "fence testers." But all we had to do was get out the book and everyone knew what the consequences were.

We now have our priorities written down on paper. I have tried to squeeze other items that have come up onto the list, but Al keeps me in check and the reality is that those items can wait.



If it's not written it's not real. We now live by this. I realized I couldn't get my company to the next level or expect to have my company successfully run itself without these simple systems in place. What a great feeling!



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Al is fantastic. I am your typical business owner. I have tons of vision and passion, but had no one to hold me accountable. Make no mistake, Al holds me accountable and I don't want to lose at that game. He doesn't pretend to know what a service contractor goes through day to day; he knows, because he is one of us. I rely on ethics and honesty. Al doesn't sacrifice either.

Matt Morse, President, Precision Plumbing, Inc., Carol Stream, IL



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So, when Al Levi came in, I spent three days locked behind closed doors with him, going step-by-step-by-step as to what I expected from my technicians—and from my dispatchers, my customer service representatives, accounts receivable, accounts payable—even the oil truck driver. We weren't really having a tremendous problem on the financial end, it was organizational, communications.



With Al's help, we have just finished writing our operations manuals. I've been doing this for 24 years, and I thought I knew everything until I sat down and began trying to put it all on paper. You can get upwards of 20 or 30 technicians and tell them what you want them to do, but unless you put it down in front of them, in writing, in a step-by-step manner, so they know what the company expects, they will forget half the stuff you tell them.

An example: Before taking his suggestions, my service techs were generally out of uniform. They'd come in with penny loafers on, perhaps wearing a company T-shirt. Then we showed them what we expected from them, as written in the manual, and now they show up with their uniforms tucked in, wearing the appropriate shoes; nothing is dirty and everything is ironed. It is something our company really needed.



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Al is now consulting for the whole company. We finished the service department and our installation department, and now we are going to be working on the oil side. The results have been just amazing.

Brian Kiernan, Service Manager, Deiter Bros., Bethlehem, PA



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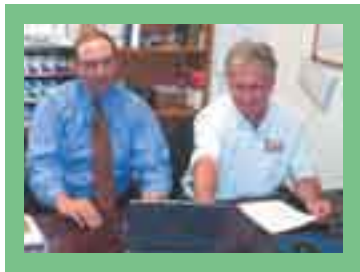
We are starting to see some very good changes here. Not as many fire drills. We are really getting the buy in. The flat rate is going awesome! The guys doing the flat rate are keeping score and what a difference it is to see them motivated by those goals!

The group loves the meetings thus far (one of them asked what was happening because Don was so upbeat and motivated). We are hearing them say that this is all kinda exciting!

Don & Glenda Moore, Owners, Integrity Plumbing, Florence, OR



Things around our shop began to transform from chaotic to coming under control with Al's very first visit. And that was great. But now, things are even better because we invested in the creation of the Aladdin Operations Manual with Al.



For the first time, our Customer Service Reps have been trained per the Manual and they are really good. The good news is they just keep getting better all the time. We have one rep who, when we first hired him, was afraid of the phone. He's now one of our best on the phones.

Speaking of getting better all of the time...it has taken some practice but rather than reciting a way of doing things seemingly out of thin air, we now have the employee's open their

manuals and read for themselves.

It carries much more weight!

Wayne Beck, President, Aladdin Air Conditioning and Heating, Inc., Newbury Park, CA
Customized Operating Power!



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Tim Flynn, Winters Company, Belmont, MA



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