

MAKING YOUR LIFE AS A CONTRACTOR LESS STRESSFUL AND MORE SUCCESSFUL

STAFFING POWER!

AL LEVI WILL TEACH YOU THE SECRETS OF FINDING, TRAINING AND KEEPING THE KIND OF EMPLOYEES YOU'VE ALWAYS WANTED.

My partner, Gene, and I had attended the seminars and read the books that preached 'you need to hold your staff accountable to your company standards.' But, they never could show us how to actually do that without causing a revolt. You know how hard it is to find Techs, so if we actually enforced what few rules and standards we had, we were afraid they'd quit and we'd be back in the trucks doing the work again, like the old days.



Finally, we hired Al Levi and he showed us that the way out of this cycle of fear was to learn how to recruit, hire, train and retain people the right way. And, to hold people accountable. He created a Customized Operations Manual, which became the backbone of all our company standards and training.

Next, we built our own Training Center, just like the one Al had when he was a contractor. The manuals got converted into a complete training curriculum and the Training Center allowed us to make training to come alive. Al taught us how to teach people without putting them to sleep. Now, we're improving the skills of our existing Techs and we're better able to hire new Techs because we train them the Winters Way.



Today, everyone at my shop loves training, and loves feeling they have a career and not just a job. They know how great our company is because we've invested the time and energy in making them better. And finally, we can hold our staff accountable to company standards which make life better for us, for them and for our customers.

APPLESEED BUSINESS, INC.
7119 E. Shea Blvd., Ste. 109
PMB Box: 563
Scottsdale, AZ. 85254
tel 480-205-5164
fax 212-202-6275

By the way, it feels great to no longer be a hostage!

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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We had a training center before AI arrived. We even had weekly training sessions before AI arrived. But, they never really worked the way they should have until AI created *Customized Staffing Power!* for us. For the first time, we really knew how to recruit, hire and train the right way, which is on willingness and not on skills alone.



Our training center became a living place for effectively simulating real-world tasks our people encounter and filling the holes in their knowledge. And we were able to use it in screening applicants who love to tell you, "Yeah...I know how to do that!"

Through AI, I learned how to make my weekly meetings less of a lecture and more of a dynamic exchange of information. But, the greatest satisfaction was becoming a better trainer by following AI's teaching techniques. This has resulted in a solid "Apprentice-to-Junior Tech" training program that will end our need to hire and deal with Techs who act like prima donnas.



Following on the critical first step of creating operating manuals with AI's *Customized Operating Power!*, this next step, *Customized Staffing Power!* will propel your company far ahead of the competition."

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Jim Deiter, Owner, Deiter Bros., Bethlehem, PA



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When there are five techs, you're a Service Manager. When there are 10 you're an overwhelmed Service Manager. What are you when you have 15 techs? Not nearly as effective as you need to be! In the 24 months we've been working with Al Levi, he's shown us how to use the Operations Manuals he created for us to springboard us into becoming a great training company.



First we created the Senior Tech-to-Field Supervisor curriculum. It was aimed at the people who could advance their careers by managing their teams according to our sales, operational and technical standards. The first call from every tech was no longer to me. They called their Field Supervisor for assistance. I was finally able to work on the big projects that have put our company on a fast track growth path.

Typically, you're a Service Tech for life unless you quit and go into business for yourself. This is a bad deal for the company and generally for the tech who left and finds out too late what it really takes to be in business. Now, we tell them "Stay here and build your career path with us." With the craziness of the day-to-day operation disappearing, I'm having a ton of fun running the latest phase of *Staffing Power!*, which is Apprentice-to-Junior Tech. We're no longer hostages to our staff and everyone is moving ahead.



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We have a weekly conference call with Al and he keeps us moving in the right direction. We are no doubt a better company today than we were before Al's solutions. I only wish we would have met him sooner.

Joe Haney, Service Manager Lowry Electric, Inc., Hatfield, PA



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Every time we thought we were dialed in to start real growth, we would lose a core tech and actually lose ground. We became so dependent on our core guys that we couldn't enforce standards for fear of them leaving. The flow of the business suffered and the egos we allowed were no longer tolerable.

"More techs, more techs, and more techs." This is what Al told us when he came to do our needs assessment a couple of years ago. When we finally tired of beating our heads against the wall trying to break the stereotypical bad habits of the scarce, experienced, licensed guys that we could find, we adopted Al's *Staffing Power!* program. Now we have great success from the guys we "made," who we can count on to do things the way we want them done, "the Precision way."

By having our customized *Staffing Power!* manuals in place, we have been able to hold the men accountable and also to train them in both the technical and customer service areas. Our in-house training center has allowed the guys to "show me" what they really can and can't do. They no longer have to do their "learning" in the customers' homes. Knowing that we have these systems in place for the new hire to advance makes their choice to work here an easy one.



We've created so much new talent in the first phase of *Staffing Power!* that we had Al come back to complete the second phase, which is Senior Tech-to-Field Supervisor. Now that we're on track for putting more men in trucks, these Field Supervisors will be there to help me. This hub and spoke approach is the secret to finally growing the company the way we always wanted it to be.

Mike Borowski, Service Manager, Precision Plumbing Services, Carol Stream, IL

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