

Day 1 8am	8:15	Nate & Team	Welcome & Intro
8:15	9:15	John Tooley	3 Fundamentals of Quality— 1. Create ownership, alignment and understanding for the common terms associated with quality. Establishing common language is a critical component to efficient and effective businesses. 2. Creating a quality culture is the genesis of increased profitability. 3. We will also explore, like a home, quality is a system and must be approached as such.
9:15	9:30		Break
9:30	10:30	Peter Troast	Start Here: Evaluating the Current State of Your Marketing--Learn how to objectively evaluate the current state of your marketing effort. What's working, what's not, and what approaches you can use to measure marketing performance. Understand the process of marketing planning and, with a provided template, learn the steps to building a solid, actionable, measurable marketing program. Understand the difference between Cost per Lead (CPL) and Cost per Acquisition (CPA) and how to evaluate strategies on the basis of ROI.
10:30	10:45		Break
10:45	11:45	Mike Rogers	Words and Deeds That Sell--Customer service, building trust, and communication as the foundations of effective selling.
11:45	12:30		Lunch
12:30	1:30	Peter Troast	Foundations of Your Marketing Program: including your presence on the web with your primary website, and how to optimize for both search engines and people, SEO to improve organic traffic; authority and rankings; local and mobile search. We'll also discuss your company's presence throughout the internet in social media, citations, and reviews.
1:30	1:45		Break
1:45	2:45	Mike Rogers	Consultative Sales--Consultative-centered process, Resources for a basic selling system, questions to help you understand customers' needs, the in-homes sales process: opening, identifying needs, showing ability, closing.
2:45	3:45	John Tooley	The measurement of how good your quality is, is the cost of poor quality and inefficiency (CoPQ). Learning how to use a tool to calculate the CoPQ will lead to increasing the bottom line. Learning to Create Processes—We will also establish an understanding about building quality into processes, their interactions with inspection and how to keep mistakes from becoming defects.
3:45	5:00		Networking with Beer - A Chance for Participants to Chat Informally w/ Experts
Day 2 8am	8:15	Nate & Team	Review (in the form of a quick full-group "quiz")
8:15	9:15	Peter Troast	Proven Marketing and Advertising Tactics that Generate Cost Effective Leads. From Energy Circle's deep data set on home performance & HVAC marketing, learn about cutting edge lead generation opportunities such as Pay Per Click Advertising, retargeting, paid social media channels; email subscriber growth, third party review management, and many traditional approaches that continue to perform.
9:15	9:30		Break
9:30	10:30	John Tooley	Value Creation and Market Approach--Understand that value is defined by the customer, value drives the market and without value creation there is only market push with no pull. Learn the economics of having customers pull your products and services into the market.
10:30	10:45		Break
10:45	11:45	Mike Rogers	Audit Report and Proposal Best Practices--Focus on communicating audit results and work scope to encourage and facilitate homeowner action. Use behavioral psychology research in home performance education and sales. See examples of good (and not-so-good reports).
11:45	12:30	Nate & Team	Q&A, Commitments, & Closing