

# **You Priced That Job HOW???**

## **Workshop Preparation Kit**

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To help you have a successful workshop, I have prepared this workshop pre-meeting kit to assist you in planning your event. As you work your way through the process, you may want to check off the boxes.

### **12 Weeks or More Before Your Workshop**

- Schedule and book the workshop with Lodestar.

### **8 Weeks Prior to the Workshop**

- Decide what, if anything, you will charge. (See the Workshop Fee Calculator included in this kit.)
- Decide who to invite.
- Mail out the invitation letter (attached to this kit).
- If you need to order audio-visual equipment, schedule it now. If you have it on hand, skip this step. Equipment needed: computer VGA projector and screen; flip chart with 1 full pad of paper.
- If you decide to hold the workshop off-site, make arrangements for a meeting location. If you go off-site, remember to make arrangements for lunch or dinner (depending on when you decide to start your workshop) and early and late refreshment breaks.

### **2 Weeks Prior to the Workshop**

- Call any dealers who have not responded to the invitation letter and confirm their attendance.
- (Optional: Send the confirmation notice to all who will be attending. See the attached sample in this kit.)

### **1 Week Prior to the Workshop**

Print the workbooks for your anticipated headcount. (The master will be supplied to you by Lodestar.)

### **1 Day Before the Workshop**

Make sure the room is set up per the attached room set-up diagram.

Make sure the audio-visual equipment and flip chart are set up and ready to go.

Make sure the meal (lunch for an 8:00 - 5:00 workshop, dinner for a 1:00 - 9:00 workshop) is set.

Make sure the breaks are set up. You need to have coffee/tea on hand when your customers arrive; donuts and fruit are optional. Plan on a mid-morning break (around 10:00 am; refresh the coffee; add soft drinks) and an afternoon break (around 2:30 pm; soft drinks).

Designate a representative from your distributorship to be present to start the meeting with welcoming comments, etc. (This person is not required to stay beyond the kick-off comments.)

### **Day of the Workshop**

Make sure your welcomer will be present and has appropriate welcoming comments ready.

One hour before the meeting starts, make sure the opening refreshments are out and ready and that the caterer is on schedule for the first and second breaks and meal.

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## Workshop Fee Calculator

Item	Quantity	Cost Ea	Net Cost	
Facilitation Fee (see Engagement Agreement)	1	\$3,500	\$3,500	
Travel expenses (estimated)	1	\$1,000	\$1,000	
Workbooks		\$	\$	
Arrival refreshments		\$	\$	
First break		\$	\$	
Meal		\$	\$	
Second break		\$	\$	
Audio-visual: VGA projector/screen	1	\$	\$	
Audio-visual: flip chart/pad	1	\$	\$	
Room rental	1	\$	\$	
Trinkets you may wish to give away		\$	\$	
Other:		\$	\$	
Total workshop costs				\$
Markup to apply to costs				
Total workshop selling price (cost x markup)				\$
Total expected attendance				
Charge per attendee (sell / attendance)				\$

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## Sample Invitation Letter

Dear [Contractor name]:

The business world is full of gimmicks and get-rich quick schemes. Most are cons and rip-offs. In many cases, the best way to double your money is simply to fold it and put it back in your wallet.

But in this case, we are excited to offer you a legitimate, genuine, *proven* method to make you wealthier and more successful— based on research, *up to 50% more sales are possible with the same number of employees!*

Think of what that means for a moment— with *no* additional labor costs, and only a *slight* increase in your overhead (usually less than 10%), you could be making 50% *more* in sales. That means roughly 40% of those sales go to your *bottom line*. Directly. As profit. Lots of profit.

This is possible with a new job pricing methodology we will be presenting in a workshop titled “You Priced That Job HOW???”. We are going to host this day-long event on [date], at [location], starting at [start time] and ending at [end time]. We’ll provide the meal plus refreshments. We’ll also provide the instructor and workbooks.

What do you need to provide? *Whoever is responsible for job pricing at your firm*. That could be you, or others. It would certainly include your estimator(s) and sales people.

You should also bring the following with you:

- your last fiscal-year’s income statement (you won’t be required to show it to anyone, including the instructor, unless you want to); some people also call this the “P and L”
- a pocket calculator
- a pen or pencil
- some note paper
- the count of all your employees for the time period covered by the income statement you’ll be bringing, along with how many months they worked for you during that year

What will this workshop teach you? In a nutshell, how to price jobs with a simple but powerful method called COWL. In detail, you’ll...

- Learn the SID method
- Learn how to base SID on the P&L
- Learn SID’s shortcomings

- Learn the COWL method
- Project COWL's impact
- Make a commitment
- Make tons of money

We are so excited and confident about this workshop that we'll tell you what consultants have told us: "If a contractor is not already using COWL he can increase his sales up to 50% by using COWL from now on. That's the *average* increase we see for contractors who go onto the COWL system!"

We are asking you to make an investment of only [\$ fee] per person to reap these powerful benefits. You will be billed the tuition after the workshop. However, you will be billed for either the number of reservations you make or your actual attendance, whichever is greater.

So if you are already satisfied with your weak profits and the stress of the daily struggle to survive, don't bother to call and enroll. This workshop won't do you any good.

But if we have aroused your curiosity (and we hope we have!), call [name] today at [number] and reserve your spot(s) now before this workshop sells out. Space is limited to [number] seats, and when they are sold, they are sold. So don't delay— call today!

[signature]

[name]

# **You Priced That Job HOW???**

## **Sample Confirmation Letter**

Dear [Contractor]:

Congratulations! You are confirmed for the job pricing workshop, “Your Priced That Job HOW???” , to be held at [location] on [date]. We have you down for [number] slots. You will be invoiced [\$ fee] per person for the tuition after the workshop and you will be invoiced for either your reservation count or actual attendance, whichever is greater.

As a reminder, be sure to bring with you the following:

- your last fiscal-year’s income statement (you won’t be required to show it to anyone, including the instructor, unless you want to); some people also call this the “P and L”
- a calculator
- a pen or pencil
- some note paper
- the count of all your employees for the time period covered by the income statement you’ll be bringing, along with how many months they worked for you during that year

The workshop starts promptly at [start time] and ends at [end time]. Please make every effort to be there on time as this is a jam-packed day and there is much ground to cover.

We’ll see you there!

[signature]

[name]

# You Priced That Job HOW???

## Room Layout Diagram

