

# Have Your Technicians or Employees Ever Asked You This Question?

“Why Do We Need To Charge So Much?”



An audio Power Point presentation to...  
*help technicians and company employees understand why the company must charge what it does!*

Have any of your techs and/or office people ever asked you: "Why do we need to charge so much?" If they haven't asked, I can guarantee you they have been thinking about it. This powerful audio Power Point presentation explains all the costs of doing business they might be familiar with (rent, telephone, yellow pages, etc.) as well as some major costs they might not be aware of (cost of non-billable time, equipment replacement cost, etc.). Once the real costs are identified for the Sample Company, the viewer will clearly understand several things:

- What it really costs to run a profitable company;
- How your hourly rate was determined;
- "Gee, maybe the boss really isn't rich";
- Why the company may have to go to flat rate pricing;
- Why the boss is grouchy when sales are down and guess what...
- There are some things I can do, as a tech, to make the company more profitable!

**This 50-minute presentation is perfect for:**

*Company Meetings  
Service Meetings  
Association Meetings  
Distributor Meetings*

***After listening to this presentation, your employees will understand why you have to charge so much!***

Yes, we would like to order "Why Do We Need To Charge So Much?" for only \$99.95 + \$8.00 shipping/handling.

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