

## Four Unique Ideas from Real Contractors

by  
Tom Grandy

### Short Description of the Presentation:

Tom Grandy has been working with contractors for over 27 years. This presentation is going to highlight four of his most recent “discoveries” while working with contractors one-on-one. There are few really unique ideas within the industry but these are four that can really increase your bottom line profit.

#### 1. On-Call Bonus Program

- Get the service techs involved in designing the program
- Four point bonus program
  - a) Double time for after-hours calls
  - b) Bonus for “being” on call
  - c) Per call bonus
  - d) Percentage of the call bonus

#### 2. How to Pay for the After-Hours Bonus Program

- Set proper hourly rates, to begin with, using a conservative number of billed hours
- The economics of exceeding budgeted billed hours
- How to generate a 28% net profit on after-hours calls

#### 3. An Installation Bonus Program that Really Works

- Typical service vs. install bonus systems
- The problem every install manager faces
- Unique bonus system
  - a) Dollar bonus per job
  - b) Time off bonus per job

#### 4. Generating a Consistent Number of Quality Installation Leads

- Foundation stones that need to be in place
- Hiring/training a “selling” tech
- Creating a telemarketing operation with part time people
- The “Tune Up Special” call

#### 5. The Challenge!