



Why Business Training Is Important From The Distributors Perspective

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Short Description of the Presentation:

Distributors are small businesses just like your company. Have you ever thought about why your distributor offers business training classes or why your distributor continues to encourage you to attend every business training class that's offered? This presentation reveals that hidden truth.

Key Points:

Let's look at the value of business training from the distributor's unique perspective. The bottom line is pretty simple; *"When the contractor makes money the distributor makes money"*. It's a win-win!

Why Are Contractors Reluctant to Attend Business Training?

- It's only me who has problems and the fear of change
- The business side of the business scares me!
- Top 10% of profitable companies are run by contractors who understand the "business-side" of the business.

Seeing Things from the Distributor Side of the Business

- Distributors will invest in well run businesses (those that are worth investing in)
- 80/20 rule
- Poor understanding of business causes the loss of tens of thousands of dollar

The Tale of Two Contractors: How Business Training Made the Difference:

- Contractor #1 – Attended business training and was overwhelmed at what he did not know. Decision? Continue to go my way or change. He changed, grew and made money.
- Contractor #2 – Always have excuses about why they cannot attend. Cash flow problems, late pay, in debt and cannot retire.

What Should You Be Looking for in a "Business Training" class

- Proper labor pricing, cash flow training, cash flow monitoring, collections
- Marketing strategies
- Sales training
- Be sure the class is *workshop* using your numbers

Business training should be MANTORY for all contractors....without it you will fail!