

**PROFITABLE  
TRADIE.**

**Welcome To The Webinar!**  
(Don't worry if you can't hear us yet  
- we'll be muted till 9:20am)

**Grab Yourself A Piece Of Paper, A Pen And A  
Coffee Or Tea And We'll Be Getting Started  
Bang On 9:30am  
Tony**

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**How to  
SMASH  
2017**

**PROFITABLE  
TRADIE.**

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**New Year, New Opportunity...**

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What's Coming Up...?



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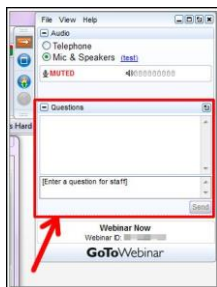
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Ask Questions...



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# The Problem

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# The Opportunity

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**Graham & Sue Booker**  
Swift Fix Plumbing



"Since coming on board 3 months ago our margins have gone from 32% to 54% and our sales have increased by \$33k per month...without employing more guys. Pricing, back costing and working with the right clients is massive. We used to go month by month not understanding our profit and loss."

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**Brad Martin**  
Leading Edge Electrical

Sales from \$300k to \$1.2m...  
Pricing for Margin...  
Off The Tools...  
Bought New Premises...  
Superior Customer Service...

"I was hesitant to expand and I used to be at the mercy of the customer by pricing just to get the job. Now I'm all about my profit margin and great customer service. I've managed to do both while increasing my turnover from \$300,000 to \$1.2m."

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**SMART Goals...**



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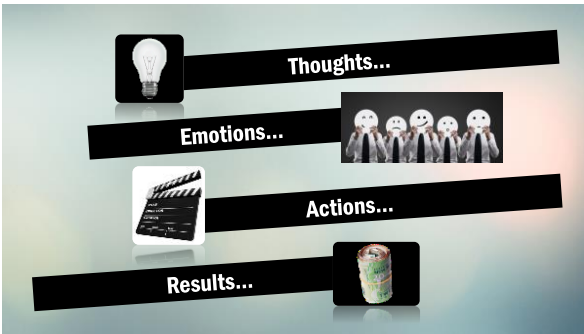
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**Focus On Results...**

PROFITABLE  
TRADIE.

**Focus On Results**

	Now?	In 12 months?	Notes
Turnover \$			
Profit \$			
Holiday/ Time off			
Number of Staff			
Gross Profit Margin			
The Role you Play			
Number of Hours You Work Per Week			

**Exercise ...**

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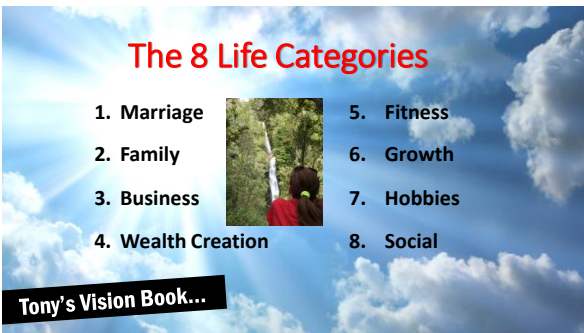
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### Marriage Goals



- Fortnightly Friday Brunch
- 2 weekends away this year without Kids
- Read the "Rules for a Happy Marriage" daily
- Do the Blood Sugar run twice weekly
- Hire a Nanny by 26<sup>th</sup> of February

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### Family Home – New House



- 5 bedrooms, 3 bathrooms, 3 large living areas
- Guest room
- Craft room for Bronwyn
- 12m Swimming Pool
- Landscaped grounds with "cricket pitch"
- Move in December 2017

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#### I AM STATEMENTS

- I am enough
- I am the most positive and motivating person I know
- I am peaceful and calm
- I am focused and motivated
- I am a passionate & loving husband
- I am a kind, loving, thoughtful and attentive father
- I am enjoying an easy life
- I am a money magnet. I love money and money loves me
- I am funny and constantly make people laugh
- I am a spark and catalyst for profound and permanent change in people's lives
- I am the BEST ME I can be
- I am an Entrepreneur
- I am insightful, intuitive and have unique "it" sense when dealing with people
- I am relaxed and confident
- I am dedicated and committed
- I am a living example of God's love in the world
- I have a God given abundance of time to achieve and enjoy everything that is important to me
- I am grateful and thankful for God's abundance in my life.

Verbalise...




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**Be x Do = HAVE**

**Thoughts**

**Actions**

**RESULTS**

**Recipe For Life Abundance...**

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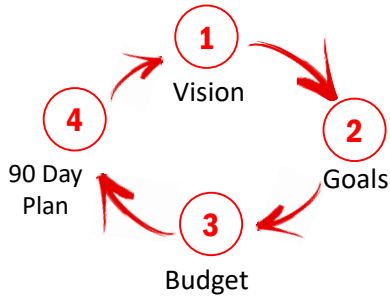
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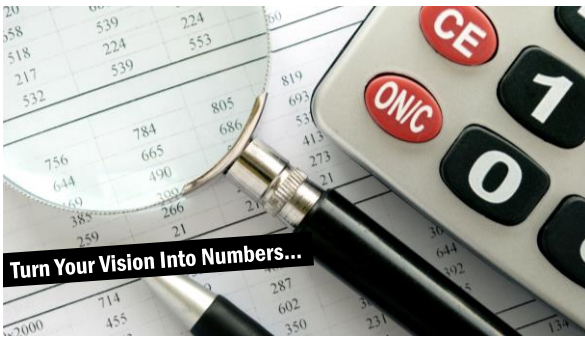
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Are you Budgeting for Profit?		
Enter Your Desired Profit:	\$ 800,000.00	← Plug your numbers into the yellow boxes
Enter Your Fixed Costs (incl. Your Salary):	\$ 180,000.00	
Required Gross Profit:	\$ 760,000.00	
Enter Your Target Gross Margin:	40%	
Your Required Annual Sales (Gross Profit÷Gross Margin):	\$ 1,900,000.00	← This is the sales you need annually and monthly to reach your desired profit
Your Required Monthly Sales (Annual Sales÷12 Months):	\$ 158,333.33	
Enter Your Average Sale Value (total sales ÷ no. of jobs done):	\$ 1,500	
Number of Jobs You Need to Complete each Month:	106	
Enter Your Conversion Rate (no. of jobs won ÷ no. of leads):	40%	
Month:	162	← Is your marketing generating enough leads to reach your desired profit?

**Planning for Profit...**

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**Align Your Values...**



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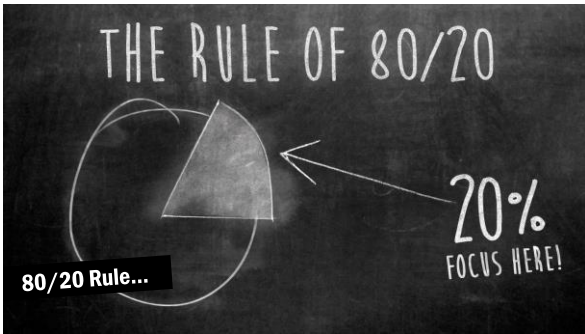
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**Stop Doing List...**

- Stop Doing List...**
- Doing Admin
- Going 4 months without a holiday
- Working with idiots, time-wasters or people I don't like. (for any price)
- Going to the merchant to get stuff the boys forgot
- Not charging for variations
- Getting a deposit
- Getting smoke for the guys
- Working nights
- Working on Sundays
- Going to site meetings for more than 2 hours a week
- Letting guys submit time sheets late
- Doing jobs below my target GPM
- Saying yes to opportunities outside my niche
- Doing anything that bores me, or that I'm not good at
- Answering my phone when I've blocked time out
- Letting clients pay late
- Eating brussel sprouts
- Watching the sound of music

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**BEYOND TRADIE**

**XYZ Plumbing Plumber/Gasfitter**  
Self-Performance Review

Employee Name: \_\_\_\_\_  
Date of Review: \_\_\_\_\_  
Manager Name: \_\_\_\_\_

360° Self-Review (1 - 5) (5 = Excellent) (1 = Needs to Improve)

Key Performance Indicators and Responsibilities	1	2	3	4	5
1. Complete all work in a timely fashion, meeting or exceeding deadlines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Maintain high quality standards in all work, ensuring accuracy and attention to detail.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Follow safety protocols and procedures at all times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Maintain a positive attitude and work effectively with team members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Take initiative to identify and solve problems, seeking input from team members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Communicate effectively with team members and management.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Accountability Systems...**

**BEYOND TRADIE**

**Job Specification - Plumber / Gas Fitter**  
For XYZ Plumbing and Gas

**Overview**

The Plumber / Gas Fitter is responsible for installing, repairing, and maintaining plumbing and gas systems in residential and commercial buildings. This role requires a high level of technical skill, attention to detail, and adherence to safety protocols.

**Key Responsibilities**

- Install, repair, and maintain plumbing and gas systems.
- Diagnose and troubleshoot plumbing and gas issues.
- Ensure all work complies with local, state, and federal regulations.
- Provide excellent customer service and communication.
- Maintain accurate records of work performed.

**Qualifications**

- High school diploma or GED.
- Apprenticeship or training in plumbing and gas fitting.
- Valid driver's license.
- Strong communication and customer service skills.

**Skills**

- Technical skills in plumbing and gas fitting.
- Problem-solving and troubleshooting abilities.
- Attention to detail and precision.
- Time management and organizational skills.

**Responsibilities**

- Perform all duties in a safe and professional manner.
- Follow all safety protocols and procedures.
- Work effectively with team members and management.
- Take ownership of work and seek feedback for improvement.

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Quality Control

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**A UNDERFLOOR CHECKLIST**

No.	Task	Completed	Yes	NA	Yes
1	Check that the UFL is level				
2	Check that the UFL is not too high				
3	Check that the UFL is not too low				
4	Check that the UFL is not too deep				
5	Check that the UFL is not too wide				
6	Check that the UFL is not too narrow				
7	Check that the UFL is not too shallow				
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26	Check that the UFL is not too narrow				
27	Check that the UFL is not too shallow				
28	Check that the UFL is not too deep				
29	Check that the UFL is not too wide				
30	Check that the UFL is not too narrow				

Notes/Comments: \_\_\_\_\_

Quality Control

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**B PRE LINE CHECKLIST**

No.	Task	Completed	Yes	NA	Yes
1	Check that the pre-line is level				
2	Check that the pre-line is not too high				
3	Check that the pre-line is not too low				
4	Check that the pre-line is not too deep				
5	Check that the pre-line is not too wide				
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27	Check that the pre-line is not too shallow				
28	Check that the pre-line is not too deep				
29	Check that the pre-line is not too wide				
30	Check that the pre-line is not too narrow				

Notes/Comments: \_\_\_\_\_

Checklists...

Monthly KPI Report (due by 31st October, emergency cases for next week) - 2016

Keeping score is critical for managing your business, improving your financial performance and setting a good example.

Please complete this worksheet and return to our office by the 15th day of the month following. We will then discuss your results during your coaching session and make adjustments as necessary. Feel free to add additional KPI's if you wish.

KPI	Target	Actual
Sales Profit (Gross)	\$100,000	\$103,481
Sales Profit (Net)	\$75,000	\$77,518
Net Profit (Gross)	\$35,000	\$36,876
Net Profit (Net)	\$25,000	\$26,821
Number of Jobs	16	16
Number of Leads	250	173
Leads by Source (Gross)		
Direct Mail	70%	75%
Referrals	60%	60%
Website	10%	8%
Other	10%	8%

KPI'S...Know & Show...

Please include any notes required to explain your KPI's.

Good sales month, high average sale with a couple of big jobs.

Still having trouble collecting outstanding debts.

**KPI's Selector**

id	Operation/Production	People	Suppliers	Innovation
1	Number of employees	Number of customers	360/360/360/360/360	1. Revenue from new products
2	Capacity utilization	Number of managers	1. Management	2. Revenue from new market segments
3	Quality of goods	Manager/Production	1. Management	3. Revenue from new geographic markets
4	Cost of goods	1. Management	2. Cost of materials	4. Revenue from new customer segments
5	Delivery	2. Cost of materials	3. Number of suppliers	5. Revenue from new products
6	Customer loyalty	3. Number of suppliers	4. Number of suppliers	6. Revenue from new products
7	Customer loyalty	4. Number of suppliers	5. Number of suppliers	7. Revenue from new products
8	Customer loyalty	5. Number of suppliers	6. Number of suppliers	8. Revenue from new products
9	Customer loyalty	6. Number of suppliers	7. Number of suppliers	9. Revenue from new products
10	Customer loyalty	7. Number of suppliers	8. Number of suppliers	10. Revenue from new products
11	Customer loyalty	8. Number of suppliers	9. Number of suppliers	11. Revenue from new products
12	Customer loyalty	9. Number of suppliers	10. Number of suppliers	12. Revenue from new products
13	Customer loyalty	10. Number of suppliers	11. Number of suppliers	13. Revenue from new products
14	Customer loyalty	11. Number of suppliers	12. Number of suppliers	14. Revenue from new products
15	Customer loyalty	12. Number of suppliers	13. Number of suppliers	15. Revenue from new products
16	Customer loyalty	13. Number of suppliers	14. Number of suppliers	16. Revenue from new products
17	Customer loyalty	14. Number of suppliers	15. Number of suppliers	17. Revenue from new products
18	Customer loyalty	15. Number of suppliers	16. Number of suppliers	18. Revenue from new products
19	Customer loyalty	16. Number of suppliers	17. Number of suppliers	19. Revenue from new products
20	Customer loyalty	17. Number of suppliers	18. Number of suppliers	20. Revenue from new products



Review Your Progress, Goals, Budget & Business Plan Every 90 Days...





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**Download The Tools From The Membership Site...**

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**Focus On Results...**



Focus On Results

**1**

	Now?	In 12 months?	Notes
Turnover \$			
Profit \$			
Holiday/ Time off			
Number of Staff			
Gross Profit Margin			
The Role you Play			
Number of Hours You Work Per Week			

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**Vision Book...**

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**PROFITABLE  
TRADIE.**  
Specialist Business Training for Plumbers and Electricians



**Flick It Through To The Team...**

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Not a Client? Today Only

Your FREE 90-min Tradie Strategy Session..  
Only 5 available (valued at \$495+GST)



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What's This?...

In your FREE 90-min Tradies Strategy  
Session we will...



- ➔ Work out what your business will look like in 90 days, 12 months and 3 years with your ideal profit, team and weekly hours
- ➔ Work out a step by step plan of exactly how to get you there
- ➔ Show you at least 9 strategies you can use to systemise your business, increase your profit and win more jobs
- ➔ A breakdown of exactly how much extra money you can make in the 12 next months by implementing these strategies

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What's The Next Step?...

Here's How This Works...



- 1<sup>st</sup>** Go to [www.profitabletradie.com/2017](http://www.profitabletradie.com/2017) and fill in the form to apply for your FREE 15 minute Strategy Session
- 2<sup>nd</sup>** Choose the most suitable time for you to have a 15 minute phone call with Tony to see whether you qualify for one of the 5 FREE Strategy Sessions
- 3<sup>rd</sup>** If your business qualifies, Tony will schedule you in for your Strategy Session

 [www.profitabletradie.com/2017](http://www.profitabletradie.com/2017)

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**PROFITABLE TRADIE.**


**Thank You For Joining Me!**  
 Book a time in my calendar below! And get yourself a step-by-step plan of what you need to do to **systemise your business and increase your profit now!** (Only 5 spots available)



Remember to purchase the manual before you will also be receiving a copy of the evidence you received about Profitable Tradie



Terry Probert, founder, Profitable Tradie

 [www.profitabletradie.com/2017](http://www.profitabletradie.com/2017)

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**Questions...**



 [www.profitabletradie.com/2017](http://www.profitabletradie.com/2017)

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**Thanks!**



 [www.profitabletradie.com/2017](http://www.profitabletradie.com/2017)

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