

Don't Miss Your Chance - Register Now For This Money Saving Seminar!

The True Cost of Running a Business

Calculating YOUR Proper Costs, Profit & Pricing



Thursday, October 29, 2015: 1pm – 6pm

PHCC of Delaware Training Center, 31 Blevins Dr. Ste. B, New Castle, DE

You Are Probably Not Charging Enough for Your Services...

If you are charging customers less than your costs to do the job, it's just matter of time before your cash flow comes to an end.

We will help you determine your proper selling price that covers ALL your costs to provide a service, plus a profit based on the % you choose.

In this seminar, you will learn how to:

- Calculate all the pieces that go into employee costs
- Determine field productivity & the billable hours available to the company
- Determine company overhead expenses
- Find your company's breakeven rate
- Calculate your profit with a discussion on mark-up vs. margin methods
- Arrive at a solid billable hour price that is based on real numbers – not guesses.

BOTTOM LINE: Invest four hours with us and learn how to make more money and improve your cash flow!

This session is a must attend for anyone who has not done the math to determine their own correct selling price, but it also aimed at business owners who must compete against companies that are undercharging for their services.

Use the Tools Available to You as a PHCC Member!

The seminar will include a review of the PHCC Educational Foundation's **Overhead & Profit Calculator**, a software tool designed to make the process of finding a proper selling price easy for p-h-c contractors. *All PHCC – National members will receive a complimentary copy of the software.*

Sponsored by



About the Presenter



Beth Dobkin

Thirty years ago and I would not have predicted that I would have built a career in the plumbing industry. Yet here I am today, with the knowledge that comes from 16 years of successful business ownership, 28 years of management and 11 years of consulting experience.

I met my husband through his family plumbing business where I worked as a bookkeeper. We moved to California in 1982 and opened our own plumbing service company. We added HVAC service in 1998 and subsequently sold our business to a Fortune 500 company in 2000. They hired us to stay on and manage their new investment.

In 2005, I left the service side of the business and became a business coach for a national plumbing franchisor. With a passion for training and developing people, I was responsible for creating and presenting programs related to our industry and the customer service experience including technician, business development, customer loyalty and basic training.

I started my adventure with PHCC's Quality Service Contractors (QSC) in 2012. Working with business owners is very rewarding and has given me the opportunity to share my knowledge and skills, helping others make their dreams a reality.

SEMINAR REGISTRATION FORM

The True Cost of Running a Business

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The True Cost of Running a Business seminar is normally \$299. Thanks to our sponsors, this session is offered to PHCC members for **just \$49**. You will not be able to attend this seminar again at this price! Plus, all PHCC members will receive a complimentary copy of the *PHCC Overhead and Profit Calculator*, an **additional value of \$199!**

You pay \$49 and receive more than \$498 in value. Refreshments included with registration.

Special Offer for Non-PHCC Members

JOIN TODAY!



Join PHCC at or before this event and we'll credit the cost of your seminar to your dues investment. And, you'll receive the PHCC Overhead and Profit Calculator Software!

Questions?

Call (302) 324-0102 or e-mail
jtoman@abcdelaware.com

Please Have Your Registration
to us by October 19, 2015

Name: _____

Additional Attendee(s): _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Payment Information:

PHCC Member: _____ @ q \$49 = \$ _____

Non-PHCC Member: _____ @ q \$99 = \$ _____

Total: \$ _____

☐ **Check Enclosed:** Amount \$ _____ (Make check payable to PHCC of Delaware)

Charge My: ☐ American Express ☐ MasterCard ☐ Visa

Name on Card _____

Credit Card Number: _____ Exp. Date: _____

CVVV Code _____ Signature _____

Refund Policy:

Cancellations within 72 hours of seminar date are subject to a \$25 cancellation fee. Attendee substitutions are always welcome.

FAX THIS REGISTRATION FORM TO (302) 323-1122 OR MAIL TO
PHCC OF DELAWARE, 31 BLEVINS DR., STE. B, NEW CASTLE, DE 19720-4153