



Grow Your Business by Knowing your Core Markets

Sunday, September 15, 2019
8:00am & 9:00am

CONVENTION EDUCATION



Anton Mikec *Lighthouse Electric Company*

This session is eligible for 1 Continuing Education Hour.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session:



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Step One: Know Yourself

- Identify your companies successes
- Identify your company failure
- Lead and communicate internally
- Lead and communicate externally

Identify your Companies Successes

Identify your Company Failures

Lead & Communicate Internally

Lead & Communicate Externally

Step Two: Know How to say “No”

- Meet the No button- Your no determines a better Yes
- Meet the Yes button- Your better Yes determines higher probability in Gross profit
- Meet the money button
 - Increased hit rate and back log
 - Increased GP
 - Increased customer satisfaction

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Step Three: Know your Data

- Track your key markets
- Track your leadership
- Track your hit rate
- Track who has the ball
- Celebrate the Win!

Track your key markets

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Track your leadership

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Track your hit rate

Track who has the ball

Celebrate the Win!

Summary

- Incorporate all three steps
- Include connection to Safe Right Fast

Complete the Online Evaluation

Up Next...

- **10:15 am-11:30 am** –
*Opening General Session with
Tony Hsieh in Mandalay Bay
Ballroom EFGH*
- **11:30 am-5:00 pm** – *NECA
Show Hours*



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