

One Day Remodel Your Business		Comments
Introduction and Overview		
Industry Update and Prospects - Objective analysis of where we are and how we arrived. No judgments, just facts and conclusions.	8:00-8:30	Internal, industry, consumer research, and government statistics - it's not coming back- what does will be at lower prices/margins with more competition
The Next Big Opportunity		
How Do We know it is Mainstream? A Totally Unique Opportunity. The Things You Need to Know and Accept.	8:30-9:15	The background and evolution of the "Broadband Home Management" launch into the existing residential markets by the cable companies and largest security companies. How you can "draft" in the slipstream of their efforts and develop a future based on RMR. You are better positioned than they are
Business Considerations		
Business Begins with an "R". The Magic of Recurring Monthly Revenue.	9:15-10:00	The differences between, referral, repeat, and true Recurring Monthly Revenue (RMR). How to plan an exit strategy and a retirement plan in as little as 5 years
Break		
10:00-10:15		
So, What Am I Trying to Do - What is in it for Lutron - What's in it for You?	10:15-10:25	Lutron's wireless solutions provide the profitable and money saving portions of the offerings that drive the entire venture
What do you have to do?		
Characteristics of System Types. The Differences Between Contracting/Bidding and Selling into the Home.	10:25-11:00	Redirect a portion of your business away from contracting and towards single close sales with short duration installations and lasting RMR. You have to recognize the differences and realign your beliefs and skill sets. This is where we connect the dots
Business Development Steps		
Our Plan - What we have learned with almost 50 dealers.	11:00-12:00	What we did and what we learned in the 18 months after Lutron hired us to research this market and how we worked with 50 dealers to learn how to market, present, sell, and hire. Actual data from 1,000s of activities
Lunch		
12:00 - 1:00		
What to Sell		
Actual Systems designed by the Dealer Feasibility Study The reasons for their selection	1:00-1:30	How our dealers decided what to sell, and why. The different rules when selling into existing homes. Specific solutions involving Lutron RA2 in typical applications
How to Market		
Actual samples and discussions of initial mailing pieces, website development, response techniques, and video development. Examples of actual process	1:30-2:30	How we marketed, organized our testing processes, and some of what we learned. Some counterintuitive surprises
Break		
2:30-2:45		
How to Present		
Details of the presentation process and discussion of the presenter's content development Discussions of the presentation sequence	2:45-3:45	Specific examples of how to deliver concise and productive presentations that result in single call sales. Actual recordings and videos may be used to illustrate the process from initial call, to making the appointment, to the actual sales call
How to Sell		
Closing and objections, fundamentals, one call structure	3:45-4:15	Sales 101 as it applies to our systems and clients
How to Hire-Train-Build a Recurring Monthly Revenue (RMR) Business		
Projections, timetables, compensation, training, recruiting, retaining	4:15-5:00	The requirement to work on your business instead of replacing an employee in your business and how to do it
End of Day at 5 PM Questions Will Be Accepted and Addressed Throughout the Day		