

**CELEBRATING OUR 11TH YEAR OF
HIGH IMPACT TRAINING!**



PowerWash
INDUSTRIES™



EDUCATION, NETWORKING, FOOD & FUN!

- ✓ Review the latest in power washing
- ✓ Equipment overview & operation
- ✓ Safety & liability issues
- ✓ Marketing & Goals Strategy
- ✓ Achieving the highest R.O.I.



For rooms, please RSVP
to Emily or Lori

1-800-624-8186

WORK SAFE

**POWER WASH TRAINING
BOOTCAMP**



POWERED BY
**POWER
LINE** U.S.A.



INTERACTIVE • EDUCATIONAL • ENTERTAINING

OVERVIEW . . . Our High Impact Training “Work Shop” has set the “Industry Standard” in power wash training. The “Work Shop” is an intensive training course that covers **operation, safety, market analysis, applications, direct sales training** and has been attended by 100's of successful contractors. We offer the latest techniques in pressure washing, marketing your services, optimization / where to advertise, how to strategize your marketing and goal setting.

With our combined 50+ years experience with Sales Training and Applications in the Power Wash Business Industry, and having worked with hundreds of successful Pressure Washing Companies, **we help you establish your Power Wash Business and how to help your customers.**

Our training runs a full day on Fridays and a half day on Saturdays - confirm schedule with us - at our National Headquarters here in beautiful Salt Lake City, Utah. Salt Lake City is a hub for Delta Air Lines and you can fly in from nearly anywhere in North America in under 6 hours. Southwest Airlines also has super service to Salt Lake City.



“EDUCATION IS THE KEY TO PROSPERITY”

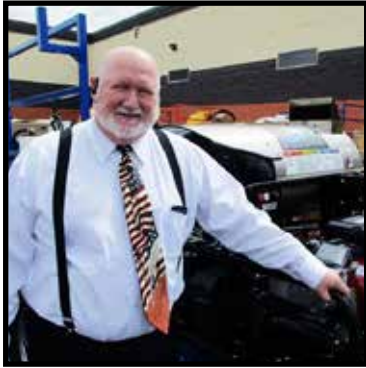
This is not just another sales / training class! We integrate equipment, applications, **focus, purpose, and profitability** into the same picture. Our training is directed at getting you to “thinking out of the box” and to offer Commercial Maintenance Agreements.

We recommend arriving Thursday P.M. and arranging departure on Saturday evening. This has proven to be the most effective and is less disruptive to everyone’s work schedules. Also, the flights are less expensive with a Friday stay over. **We arrange curb side pick up, and shuttle back to the airport, rooms for Thursday and Friday night at the Hampton Inn, and meals. The air flights are your responsibility.**

“YOU DON’T EVER GO TO WORK TO MAKE MONEY... YOU GO TO WORK TO MAKE A DIFFERENCE!”



14773 Heritage Crest Way • Riverton, UT 84065



“Denny” Graybill

Denis “Denny” Graybill- Denny is our main trainer and has had his own consulting / training firm, “DLG & Associates”, training small businesses throughout America. Denny brings his “streetwise” experience in outside sales, marketing programs, and time management to a very straight forward training program.

Morris “Mo” Morgan - Internet Marketing Review

Mo focuses on opening up new markets, advertising new services and products. Pricing for profitability and creating an overall marketing attack program specifically tailored to you and your service area.



Chester Axley - Equipment Training

Chester brings many years of equipment experience and tool application.

Brent / Barton / Mario - Equipment Operation

Power Line Industries, Inc. Equipment Builders and Trainers that review the power wash equipment, service and operation.





POWER LINE U.S.A.

HELPFUL INFO



POWER LINE INDUSTRIES HEADQUARTERS



We highly recommend using a travel agent. We use David Commagere, at Country Square Travel (801.566.4562). His service and travel knowledge (20 plus years) is awesome. He saves us hours of "shopping flights." You also might consider renting a car if you desire to stay in town after training. Some of our customers stay an extra day or two and tour Salt Lake City. Cabelas has a monster store 2 miles from our plant. Gateway Mall, the ski resorts and Temple Square are also incredible places to visit. Spouses are more than welcome for training - there is a huge shopping mall next to the hotel (if they choose to shop instead of attending training).



14773 Heritage Crest Way • Riverton, UT 84065



Designated Hotel:

Hampton Inn
10690 Holiday Drive
Sandy, UT 84070
801-571-0800

Training Held at:

Power Line Industries / Hot Jet USA
14773 Heritage Crest Way
Riverton, UT 84065
800-624-8186

Overall Goal

“Train participants and their company to implement service program(s) to be as profitable as possible, by providing a higher level of service for your customers with your power washing business . . .”

Training Goals

1. Equipment Operation, Safety, and Environmental Compliance
2. What services you want to provide – Residential vs. Light Commercial, etc.
3. How to market most effectively your services within your budget
4. Sales Training

Trainers:

Denis - Marketing / Sales
Chester - Equipment
Brent - Equipment
Barton - Equipment
“Mo” - Web / Marketing Analysis
Mario - Spanish Speaking (if needed)



Thursday - Arrival

1. We will text you and let you know who is picking you up. . Call us when you arrive and pick up your luggage, then go outside to the Passenger Pickup area - we will pick you up at the curb.
2. We will take you to your Hotel and check you in . . .
3. Depending on the time, maybe make a quick stop at the plant and then to a casual dinner.
4. Dress is casual . . . please check the weather here. Winters here are cold!
5. Always confirm your flight before your departure.
6. If you have any questions, please call us.

Company	800-624-8186
Chester	801-205-1616 Cell
Denis	435-849-3627 Cell
Brent	801-690-2402 Cell
“Mo”	801-541-9454 Cell



FRIDAY

7:00am	Meet in Hotel Lobby for Breakfast with Denis and Mo
8:00-8:30am	Arrive at Power Wash/Power Line Headquarters for Meet and Greet Brief walk around Equipment Division and Detergent Plant.
8:30-11:30am	Equipment Operational / Service / Accessories Training In Shop with Chester and the equipment manufacturing crew. In class: <ul style="list-style-type: none">• Overview / Marketing• Cleaning Goals and Strategy for your area.• House Washing Opportunities• Light Commercial Opportunities• Industrial Market Review• Hands On Equipment and Accessories• 121 Different Markets to Service and Clean• Proven Advertising Strategies for your Power Wash Division
11:30-1:00pm	Lunch
1:00-3:00pm	Keys to Great Customer Relations. <ul style="list-style-type: none">• Professional Presentation Musts• Absolutes in Bid Presentation (Bidding / Price Outline)• Niche Selection (What jobs Pay the Most & Strategy)• Environmental Protection Agency / Rules of the Game• Your Market Specific Environmental Needs (Area Specific)• Overview and Thermo Reactive Sealer Review• Question and Answer with the Power Wash Staff
3:00-3:15pm	Break
3:15-6:00pm	Great Add On Services and Follow Up Marketing. Internet Evaluation / Area Business Analysis
6:00pm	Finish Internet Review / Marketing Review



SATURDAY

7:00-8:00am Meet in Hotel Lobby for Breakfast with Denis and Mo

8:00-10:00am Focus on Closing the Sale!

- Your First Contract / The Art of Selling Your Services
- Closing Techniques for Pressure Washing Jobs
- Your Area Business Analysis
- Residential vs. Commercial Sales Techniques
- Chemical Overview
- How To Integrate Window Cleaning in the Close
- Power Wash Industries Question and Answer
- Certificates / Pictures

10:00am - ?? Power Wash a Local Business

- Operate Equipment
- Site Analysis
- Specialty Cleaning Applications



Notes: