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Friday, 01/11/08

CE	01/08/08	Join us in the NORMI Classroom or LISTEN ONLY at 605.772.3176 x 445334
7pm	Glenn Moore	EnviroScreening Lab—How can you save money by using the services they provide?
8pm	Doug, Lance, Della	IRInfo Convention—LIVE from Orlando to discuss the highlights of the convention

<input checked="" type="checkbox"/>	www.BestTrainingSchool.com
CMR	02/07-09 Baton Rouge, LA
CEE	03/29 Orlando, FL
CMA	06/06-07 Manchester, NH
CMI	01/26 Greeneville, TN
	02/21 Las Vegas, NV
	02/28 NORMI Cruise
	03/15 Tampa, FL
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
	04/26 Philadelphia, PA
	05/10 Minneapolis/St. Paul, MN
	05/24 Cincinnati, OH
QST	06/04 Manchester, NH
	06/23 Kansas City, MO
	01/14 Orlando, FL
	01/25 Greeneville, TN
	02/21 Las Vegas, NV
	03/15 Tampa, FL
	03/29 Orlando, FL
	04/12 Santa Fe, NM
	04/19 New Orleans, LA
04/26 Philadelphia, PA	
05/10 Minneapolis/St. Paul, MN	
05/24 Cincinnati, OH	
06/04 Manchester, NH	
06/23 Kansas City, MO	

Who is a NORMI Pro?

2008 is bringing some significant changes to the way we and you will do our businesses. Look at the classes scheduled on the left side of this newsletter and you will see we have committed ourselves to a schedule that crosses the US to better train you and your business partners.

What we learned in 2007 is that clients are demanding more credentials from our members. They are wanting to hire NORMI Professionals who are connected to the industry, who have dynamic websites, and who are easy to locate. The days of pagers, voice mails, snail mail are quickly disappearing in this fast-paced, instant information age. That is good news and bad news!

The bad news means more money invested in technology! Virtual phone systems that make the customer feel like they are dealing with a larger company is replacing the “answering service” approach of yesterday. Dynamic websites that are capable of handling more information, automated survey forms, flash video, and ONLINE LIVE help are quickly replacing the one page sales website that is often unorganized and hard to navigate. FREE email services like Juno and Yahoo are easily recognizable by the general populace to be saying, “I’m only trying out this Internet stuff until I can afford to have my own email.” That’s the bad news. But, as always, there’s good news ahead.

The good news is that clients CAN have access to more information, more quickly, and more accurately for a very small investment on your part. I remember my first cell phone—\$4000 and \$.99 per minute! NOW, I have a totally unlimited plan (in and out-bound), email, web access, etc., etc. for just a couple of hundred dollars a month flat fee and I OWN the Blackberry! The NORMIPro.com website that used to cost \$10 a month (and a steal at that!) is now FREE, included in all of our ACTIVE Member packages.

Here’s my point—When you come to CE Training (by phone or by Internet) and you hear about what we are doing to improve the services YOU can offer to your client, think about it in terms of how little it is actually costing you to get an edge on your competition. Did you know there are still mold inspectors who HAND-WRITE reports...and the customer can see the difference. With the IAQ Management Program, you don’t even HAVE to write a report and yet the client gets a clear, concise, easy-to-read evaluation of their indoor environment. All you have to do is “close the deal” and, soon, THAT can be done REMOTELY with the IAQ Management DIY (Do-It-Yourself) Program.

Take the time Tuesday night to get connected. Go online to the NORMI Classroom or call in and listen to the exciting things we are doing to help you build your business. And come to a class...you will be glad!

<input checked="" type="checkbox"/>	CLICK HERE for ONLINE COURSES
CBA	Certified Biocide Applicator
QST	Qualified Sampling Technician
FRAP	First Responders Awareness
IAQ	IAQ Management Program
FLOOD	Telephone Flood Training
ACTIVE	Active Member Section Archives