



www.Join.NORMI.org
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Friday, 02/22/08

CE	Special Guest(s)	Join us in the NORMI Classroom or LISTEN ONLY at 605.772.3176 x 445334#
7pm	Lance Eisen, COO	CMI Module 5 (a review of the CMI Class, slide-by-slide. FIFTH in a series)
8pm	Lance and Arnold	Certificates of Sanitization—Protocols YOU can do to earn more!

<input checked="" type="checkbox"/>	www.BestTrainingSchool.com
CMR	SUCCESS 2/07-09 Baton Rouge, LA
AAA	04/09-10 Greensboro, NC
CMA	06/06-07 Manchester, NH
IAQ	03/08 activTek 1-Day Commercial
CMI	SUCCESS 01/26 Johnson City, TN
	02/28 NORMI Cruise (Refreshing...)
	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
	06/04 Manchester, NH
	06/23 Kansas City, MO
QST	SUCCESS 01/14 Orlando, FL
	SUCCESS 01/25 Johnson City, TN
	03/08 Greeneville, TN
	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
	06/04 Manchester, NH
06/23 Kansas City, MO	

QST Makes Sense!

(Why haven't you taken this?)

Many of our members are trying to make sense of the Qualified Sampling Technician training and learn how it fits into their business model but for those who have ventured out and tried it, the results have been impressive. "It is so easy to get a lead by simply asking the question, 'Based on a scale from 1 to 10, with 1 being the worst and 10 being the best, how would you rank our indoor air quality?'" We are hearing this every week as more and more NORMI members take the course and start offering the program to their potential customers through the advertising opportunities to which they have already committed.



them to your website. Have a customer who lives across the street but you don't have your surveys with you as you go on your walk? Send them to your website. This is a great tool and you should learn creative ways to use it.

ServiceMagic—You subscribed to this great leads-sourcing program and you have a website that was provided. Why not include the IAQ Survey bubble on that website? That's another opportunity to get an edge on your competition.



Air Conveyance Systems			
YES	Q/AM	ITEM	COST
<input type="checkbox"/>		EcoQuest DuctwoRx (9")	395.00
<input type="checkbox"/>		EcoQuest DuctwoRx (14")	995.00
<input type="checkbox"/>		EcoQuest DuctwoRx (Dual 14")	1295.00
<input type="checkbox"/>		MERV 7 Case of Filters (Size:)	72.95
<input type="checkbox"/>		Hoffman Control Vari-Flow Fan Switch	89.00
<input type="checkbox"/>		Filter PLUS Tachifer	13.95
General Living Areas			
YES	Q/AM	ITEM	COST
<input type="checkbox"/>		EcoQuest Fresh Air Purifier	749.00
<input type="checkbox"/>		EcoQuest ecoBox Air Purifier	349.00
<input type="checkbox"/>		HOBO RH/Temperature Monitor	79.95
<input type="checkbox"/>		Eco4 Enzyme Cleaner	12.95
Moisture Prone Areas			
YES	Q/AM	ITEM	COST
<input type="checkbox"/>		EcoQuest Focus Bathroom Air Purifier	59.95
<input type="checkbox"/>		EcoQuest PHX Room Air Purifier	299.00
<input type="checkbox"/>		EcoQuest Spectrum	299.00
<input type="checkbox"/>		EcoQuest Ozono Blaster	449.00
<input type="checkbox"/>		HOBO RH/Temperature Monitor	79.95

NORMIPro Website—Placing the IAQ Survey bubble on your website serves at least two different purposes. 1) Websites can set in cyberspace passively collecting leads. When someone searches a search engine, the possibility exists that they will find YOUR website and click on the IAQ Survey—you have a lead. If you haven't considered "pay-per-click" advertising, there are opportunities to actually pay a very small amount for key phrases that are commonly searched. This will heighten your rankings in the search engines and give you an even greater opportunity to capture leads. 2) You can send your customers to your website for them to complete the IAQ Survey and that can be done from ANYWHERE!. Have a customer who lives 500 miles away, send

Mailings—Your customer database would be a great target audience for a direct mailing campaign that could include the IAQ Survey. Have it printed on a nice piece of paper and mail it to your customers. Maybe you could offer a little premium for each survey you receive. A \$10 pizza coupon would reduce your profit on the survey but look at the opportunities you might have to sell wholistic IAQ solutions.

We are interested in hearing how YOU are utilizing this training and incorporating it into your business model. Bill Haile, Della Powell, Greg Douglas, Della White, and many others are succeeding by using the IAQ Management program and have nothing but positive things to say about the power of this incredible tool. Can't sell a \$800 mold inspection? Have you tried offering this "International Pilot Program" and asked your potential customer to participate. Being creative leads to sales so share your creativity with us on Tuesday night in CE..

<input checked="" type="checkbox"/>	www.BestTrainingSchool.com
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