



[www.Join.NORMI.org](http://www.Join.NORMI.org)  
[Support@NORMI.org](mailto:Support@NORMI.org)  
 877.251.2296

Friday, 04/11/08

CE	Special Guest(s)	Join Della White in the NORMI Talking Studio or LISTEN at 712.432.1470 x 455334#
7pm	Doug Hoffman, CEO	<b>Module 10</b> —CMI Refresher Training ( <u>LIVE</u> from Abita Springs Office)
8pm	Della White	Telephone Etiquette— “Telephone Sales, Role-Playing, Sounding ‘Professional’”

<input checked="" type="checkbox"/>	<a href="http://www.BestTrainingSchool.com">www.BestTrainingSchool.com</a>
CMR	7/16-18 New Orleans, LA <b>NEW!</b>
AAA	<b>SUCCESS</b> 03/28-29 Greensboro, NC
AAA	05/01-02 Greensboro, NC <b>NEW!</b>
CMA	06/06-07 Manchester, NH
IAQ	<b>SUCCESS</b> 03/08 activTek 1-Day
IAQ	04/02-04 activTek Acct Mgr
CMI	<b>SUCCESS</b> 04/05 Atlanta, GA
	04/12 Santa Fe, NM
	05/06 New Orleans, LA <b>NEW!</b>
	05/10 Minneapolis/St. Paul, MN
	05/22 Philadelphia, PA <b>NEW!</b>
	05/24 Cincinnati, OH
	06/04 Manchester, NH
QST	06/23 Kansas City, MO
	07/12 Miami, FL <b>NEW!</b>
	<b>SUCCESS</b> 01/14 Orlando, FL
	<b>SUCCESS</b> 01/25 Johnson City, TN
	<b>SUCCESS</b> 03/08 Greeneville, TN
	04/12 Santa Fe, NM
	05/06 New Orleans, LA <b>NEW!</b>
05/10 Minneapolis/St. Paul, MN	
5/22 Philadelphia, PA <b>NEW!</b>	
05/24 Cincinnati, OH	
06/04 Manchester, NH	
06/23 Kansas City, MO	
07/12 Miami, FL <b>NEW!</b>	

### The Wheel of Success

Balancing the efforts you put into your business is never an easy thing to manage. Each of us prioritize things in our lives and the most important to us float to the top, even subconsciously sometimes. The same thing happens in business and before we can turn around, we have lost hold of the fundamental activities that made us successful to begin with.

So, here are some questions that might prompt you to “get back on track”, if necessary, and give a boost to your business activities.

1) What is your advertising budget and are feeding that “monster” every month? It is very difficult to stay concentrated on “getting” business when you are busy “doing” business so your partnership with Service Magic will produce a steady stream of solid, qualified leads.

2) Do you work for renters or people who lease property? This is a very dangerous proposition and puts you in a position of added and unnecessary liability. When you know it is a renter on the phone simply asked them, “May I call the property manager/owner and seek permission to have this inspection done?” Their reaction to that question may answer the bigger question for you, “Do I really want to work for this person?”

3) Are you using the IOA contract every time you do an inspection? The IOA contract is a great generic, one-page docu-

ment that protects YOU and your client. Want to get paid? Use a contract!

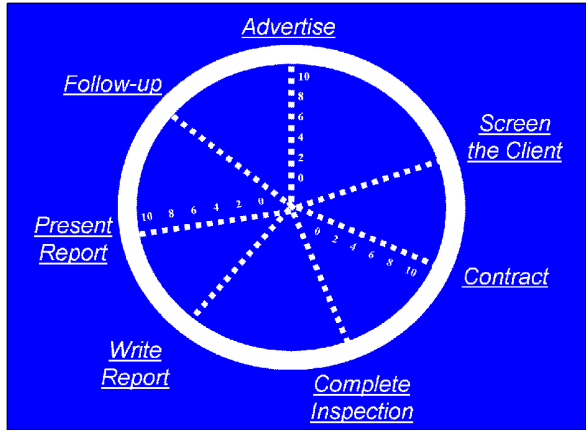
4) Have you started using the IAQ/ Mold Risk Assessment Interview form— EVERY time you do an inspection? This helps you stay on track and cover the bases. It doesn’t matter whether you are doing a 100,000 sqft commercial building or a 1,200 sqft house—the process is the same. By using a system here every other aspect of your job becomes easier.

5) Are you spending the time to write a good looking and easily understood report? This is the document that the client will remember and rely on later to determine how to fix his/her problems. Make sure it is clear and protects you and your client.

6) Are you presenting a “knock-out” report? Office Depot, Staples, and others provide great presentation products that will enhance your efforts and don’t forget the NORMI Presentation Folder!

7) Are you consistently following up with the client? A regular contact will only help establish a relationship with your customer. RELATIONSHIPS are what our business is all about!

This SEVEN STEP BUSINESS MODEL works when YOU work it!



<http://www.IAQScreening.com/01001>  
 (this is an example...SUBSTITUTE YOUR NORMI IDnumber and your IAQ Screening website is ready NOW!)