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09/21/07



eNewsletter

The Classroom

CE TEAM	Della White	TOPIC for TUESDAY EVENING in "The Talking Studio" 09/25/07
7:00pmEST	Della and Doug	*CMI Review (Final Module of a series)
8:00pmEST	w/Lance Eisen, COO	Integrity of Services and Reasoning through the Process
9:00pmEST	Q&A	Questions to cequestions@normi.org

Current News

CMI Self-Study Course!

The Schedule

◆ **OFFSITE CMI TRAINING NOW HERE**—We've been working on this for a very long time and NOW it is here. The CMI (Certified Mold Inspector) class is now available as a Self-Study Course at www.BestTrainingSchool.com and it's going to be in high demand. Course materials will include all of the features of the onsite classes with the BENEFIT of a FIVE (5) CD set from the NORMI Instructors, including the Case Study for those who are interested in learning how to write the report and offer solutions to their customers. This course has a special **INTRODUCTORY PRICE** of \$299 and, as an ACTIVE NORMI Member, when you send someone to YOUR NORMIPro.com website to register, YOU get the commission...how cool is that?

◆ **JUST A WORD ABOUT THAT**—I recently received a telephone call from an "angry" client. It seems the NORMI member who came to do his inspection was wearing a "Buddy" around his neck and promoting products from the first moment he showed up on the scene. *"This guy's a salesman," said the irate customer, "and I can tell you I have no intention of buying anything from him because I paid for an objective inspection and I'm not going to get it."* We talked for some time and I believe he was satisfied to call me later, AFTER he gets the report, to solve whatever problems he might have but whatever products might be sold, they WON'T be sold by THAT NORMI member! Here's my point...WHY in the world would a NORMI member risk jeopardizing the future sale and a relationship with his customer by appearing as a "salesman" instead of a "professional"?! Why couldn't he leave his "Buddy" in the car just this one time? Doesn't he realize it's a billboard that he is selling something? Everyone knows how passionate I am about the wonderful things we can do to change the lives of customers who use our services. BUT, you also know that NORMI must remain "product neutral" until the solutions are offered and THEN only present those solutions as viable **options**, allowing the CUSTOMER to educate himself. We are in the EDUCATION business, NOT the SALES business. Until this inspector learns the difference, he will be leaving skeptical clients in his wake that I HOPE we have a chance to convince. And that's what I think about that!! Doug

Are you earning the COMMISSIONS you deserve?



BTS Affiliate Program

DAY	BestTrainingSchool
NOW	CMI...SELF-STUDY
09/29	CBA...ONLINE Course
10/16	CMI...Louisville, KY
11/07	CMI...Columbia, SC
11/17	CMI...Reno, NV
12/08	CEE...Orlando, FL

NORMI Store

Have you tried Microbloc DC-151 yet? You need to!

DC-151

Deodorizing Cleaner Concentrate

\$175.00 (4 Gallon Case)



NORMI LOGO now for sale on YOUR shirt!

It is a simple process (3 for the price of 2):

- 1) Buy the shirts you WANT, like to wear, actually fit.
- 2) Go to the NORMI Store and purchase the logo(s)
- 3) Ship the shirt to Jonathan (address in the store)
- 4) Receive LOGO on YOUR Shirts by return mail.

\$30.00 for three!