

**Profiting with Home Performance
 March 24th, 2009
 Lawrenceville, Georgia
 Gwinnett Technical College
 Building 700/The Busbee Center
 Room: The Banquet Hall**

8:30 - 9:30	Welcome <i>Updates from the National and local programs</i>	<i>Chandler von Schrader, Bert Pierce, & Amy Bryan</i>
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Understanding the Customer		
9:30 - 10:20	<i>Find out how selling Home Performance differs from selling traditional home improvement services. Convert phone calls to sales, and convert audits to completed jobs by learning techniques used by successful Home Performance companies.</i>	<i>Keith Williams</i>

10:20 - 10:30	Break
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10:30 - 11:30	Understanding the Customer (cont.)	<i>Keith Williams</i>
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New Resources from HPwES		
11:30 - 12:00	<i>Learn what resources are available to you from ENERGY STAR. From the marketing toolkit, business form templates, and a disaggregation tool, you can benefit from a variety of free resources from the HPwES program.</i>	<i>Casey Murphy</i>

Complimentary Lunch		
12:00 - 12:45	<i>provided with the support of Jackson EMC and Georgia Power</i>	

12:45 - 1:00	Upcoming Training Events	<i>Steve Herzlieb</i>
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Implementing Home Performance		
1:00 - 2:00	<i>Write succinct and accurate scopes of work - economizing work flows and successfully managing customer expectations.</i>	<i>Keith Williams</i>

2:00 - 2:15	Break
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Ask the Expert		
2:15 - 3:00	<i>Ask Keith specific questions, learning from a market leader who has conducted hundreds of completed HPwES jobs and thousands of energy improvement jobs.</i>	<i>Keith Williams</i>