



Winning in Tough Times/Building Your Legacy

2011-2012

"Building Tomorrow's Construction Leaders Today"

The **Canadian Mechanical Contracting Education Foundation (CMCEF)** proudly presents this exclusive seminar on **Winning in Tough Times/Building Your Legacy**.

Winning in Tough Times is about the fundamentals necessary to stay in control to ensure that you make the most of your resources. Some topics in this course include: getting a detailed understanding of what exactly profit is and how to manage it; understanding the various trade-offs between pricing, product mix and volume; knowing how to improve profits; learning how easy it is to actually double your profits; understanding why the laws of supply and demand do not apply to trade contracting; developing good strategies for managing your service work; understanding the principles behind under and over billing; understanding the difference between downsizing by choice and downsizing by competition; identifying the elements you can use to dramatically improve your cash flow. **Building Your Legacy:** There are many ways of leaving your mark in this world. The one that is often most overlooked is the Power of Influence. You meet people every day in person, on the internet, by mail, by phone or by tweet, text or blog. What good is doing all this if no one remembers the influence you had on them? Explore techniques that you can use to ensure that your Power of Influence is profound. As well as leaving a legacy you will also enhance your business and personal life and make more money and have more fun. Topics covered will include: What is the difference between a clever person and a wise person? What's the difference between owning a job and owning a business? As well as Your Critical Success Factors and Key Performance Indicators; Four Key Employee benchmarks; choosing the right customer; Guarantees and risk reversal.

When...

January 6th, 2012

Cut-off date, Friday Dec. 16, 2011

120 Sheldon
Cambridge, ON
8:30 AM - 4:30 PM

Cost...

Registration Fee \$465 + HST
CMCEF Fee \$420 + HST

Payment...

Visa, MC, Amex
Invoicing for Members Only

Please Note...

Seating is limited & registration cannot be processed without payment.

Who Is The Presenter?



Ron Coleman

Over the past 25 years, through his accounting, consulting and professional speaking **Ron Coleman** has been able to use his **Power of Influence** to help numerous contractors make much greater profits by helping them work smarter, not harder. Once they realize that the top 25% of trade contractors generate profits in **excess of 10% of sales** they are eager to know how they too can join this elite group. Ron is a professional accountant, a certified management consultant. He is a past chair of The Richmond Hospital (\$60 Million budget); Inaugural chair of the Spirit of BC, Richmond, an ambassador to the 2010 Vancouver Olympics. He has written seven Gold Seal Programs and 4 one-day business management. He also conducts an annual financial survey of Canadian mechanical contractors each year and will be happy to share some very important statistics about your industry which, believe it or not, will likely knock your socks off!



Registration Information:

Registration Fee (\$465 + HST)

CMCEF Fee (\$420 + HST)

Company Name: _____ Contact: _____

Address: _____ City: _____ Province: _____ Postal: _____

Phone: _____ Fax: _____ eMail: _____

Attendee 1 + Email: _____ Amount (+ tax): _____

Attendee 2 + Email: _____ Less 10% - Amount (+ tax): _____

Attendee 3 + Email: _____ Less 10% - Amount (+ tax): _____

Method of Payment:

Invoice (Members Only) Visa MasterCard American Express

Card Number: _____ Expiration: _____

Cardholder Name: _____ Signature: _____

Please Fax This Registration Form to **613.235.2793**