

## Upcoming Seminars & Events

Date	Event	Host	Location	Registration	Contact
August 09 to 13	Class: IICRC ASD & WRT Combo Advanced Structural Drying & Water Damage Restoration Technician	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
August 10	tes Seminar 8:00 am to 12:00 pm	Cleaner's Closet an <a href="#">interlinksupply</a> Distributor	Virginia Beach, VA	800-477-1102	Mike Wheatley
August 11	tes Seminar 8:00 am to 12:00 pm	Cleaner's Closet an <a href="#">interlinksupply</a> Distributor	Richmond, VA	888-743-8690	Mike Wheatley
August 12	tes Seminar 8:00 am to 12:00 pm	Cleaner's Closet an <a href="#">interlinksupply</a> Distributor	Lorton, VA	800-996-1540	Mike Wheatley
August 13	tes Seminar 8:00 am to 12:00 pm	Cleaner's Closet an <a href="#">interlinksupply</a> Distributor	Glen Burnie, MD	410-761-9283	Mike Wheatley
August 16 to 20	Class: IICRC ASD & WFDS Combo Advanced Structural Drying & The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
August 23 to 27	Symposium: Planning to WIN The Business of Restoration	Reets Drying Academy	Sharpsburg, GA	800-658-5314	Taylor - ext. 251 DaLyn - ext. 2436
August 31 to September 02	Class: The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
September 03	Class: The World's Best Agent Marketing Program	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
September 09	tes Seminar 8:00 am to 12:00 pm	Service Products of San Antonio an <a href="#">interlinksupply</a> Distributor	San Antonio, TX	210-590-1622	Margie or Stan
September 10	tes Seminar 8:00 am to 12:00 pm	<a href="#">interlinksupply</a> of Austin	Austin, TX	512-445-7490	Margie or Stan
September 14 to 16	Class: IICRC ASD Course Advanced Structural Drying	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
September 16	tes Seminar 8:00 am to 12:00 pm	<a href="#">interlinksupply</a> of Denver	Denver, CO	800-743-2391	Guy Allen
September 16	tes Seminar 8:00 am to 12:00 pm	Great Lakes Steamway an <a href="#">interlinksupply</a> Distributor Hosted at: Holiday Inn West Bay	Traverse, MI	800-654-3537	Pam or Garry Moyer
September 29, 30 & October 01	Connections Conference	Las Vegas Hilton	Las Vegas, NV	888-881-1001	
October 05	tes Seminar 8:00 am to 12:00 pm	Cleaning & Restoration Supply an <a href="#">interlinksupply</a> Distributor	Albuquerque, NM	505 837-1001	John Carter
October 06	tes Seminar 8:00 am to 12:00 pm	George A. Schaper & Co. Inc. an <a href="#">interlinksupply</a> Distributor	Philadelphia, PA	215-592-0812	Eric Schaper
October 07	tes Seminar 8:00 am to 12:00 pm	Great Lakes Steamway an <a href="#">interlinksupply</a> Distributor	Wayne, MI	800-654-3537	Pam or Garry Moyer
October 11 to 15	Class: IICRC ASD & WRT Combo Advanced Structural Drying & Water Damage Restoration Technician	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
October 19	tes Seminar 8:00 am to 12:00 pm	CleanSource an <a href="#">interlinksupply</a> Distributor	Columbia, SC	803-781-7782	Herb Stutts
October 20	tes Seminar 8:00 am to 12:00 pm	CleanSource an <a href="#">interlinksupply</a> Distributor	Charlotte, NC	704-525-8181	Jonathan Stutts
October 21	tes Seminar 8:00 am to 12:00 pm	Chem Max Corporation an <a href="#">interlinksupply</a> Distributor	Norton Shores, MI	800-858-7237	Paul Lucas
October 25 to 29	Class: IICRC Commercial Drying Specialist Course	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley
October 26	tes Seminar 8:00 am to 12:00 pm	<a href="#">interlinksupply</a> of Salt Lake City	Salt Lake City, UT	800-225-9807	Shane Wrigley
October 26	tes Seminar 8:00 am to 12:00 pm	Barker-Hammer an <a href="#">interlinksupply</a> Distributor	Edina, MN	952-926-7117	Krista Dickmann
October 29	tes Seminar 8:00 am to 12:00 pm	LPM of Spokane	Edina, MN	952-926-7117	Scott Schulte
November 02 to 04	Class: The World's Fastest Drying System	Reets Drying Academy	Sharpsburg, GA	770-712-7293	Mellissa Kelley

To view the complete calendar of events, visit us online at <http://www.tesdryingsystem.com/events.html>  
You may also contact the *tes* hotline at (800) 948-1754.

# The *tes*-timonial

## Directed Heat Drying™

### August 2010

#### TES-timonial: Ellen Bradley, Satisfied Customer of Kent Hartshorn & Prestige Services

Kent received the following testimonial from a recently satisfied customer:

I cannot thank you enough for drying my tenant's first floor bedroom. As the builder and homeowner for this investment property I am very impressed by your service. You were quick, efficient and professional, even with me providing new challenges you got the job done. The TES System was turned on at 4:30 pm on Tuesday, and we were dry by 2:30 pm on Wednesday. WOW!!!

The way I built this home is what provided us the challenges. The wet ceiling has a layer of open cell foam, 2 layers of sheetrock with J-Channel running between the rock, all for sound proofing.

The exterior of that room also has open cell foam between the studs, filling the open cavity between the sheetrock and exterior wall for insulation.

Upon this water damage occurring, I called and consulted multiple sources: the drywall contractor, the insulation contractor, and Prestige Services. I am so glad that I decided to go with Prestige Services. It proved to be the most efficient, least disruptive and cost effective approach.

As I said before, in less than 24 hours of drying time and within 61 hours of getting wet, the open cell foam and sheetrock were dry. It was very impressive!

Thanks again,  
Ellen Bradley



#### E-TES Instant Rebate!



Air mover not included.

# \$200

## INSTANT REBATE

**E-TES 120 volt**  
reg. price \$2,195.<sup>00</sup> **NOW \$1,995.<sup>00</sup>**  
**E-TES 240 volt**  
reg. price \$2,395.<sup>00</sup> **NOW \$2,195.<sup>00</sup>**

(Also available for the E-tes Smart Dry (SD) 240 or 120 at an additional \$100.)

E-tes rents for \$230 per day with air mover. Xactimate WTR HTAM and WTR DRY.

Purchase an E-tes 240 or 120 between July 1, 2010 and August 31, 2010 and get a \$200 Instant Rebate. Here is your chance to step into restoration with the unsurpassed *Directed Heat Drying™* technology.

## \$200

### INSTANT REBATE

Clip this coupon and present it to your nearest Interlink Supply Affiliate for a \$200 Instant Rebate on an E-tes 240 or 120.

www.TesDryingSystem.com or 800-948-1794

#### Free Business Growth Webinars

### Honestly and Legally Take Unfair Advantage of Your Competition!

**AUGUST 5, 2010 • 10:00 - 10:45 AM MDT**



#### Strategies to Set Yourself Apart From the Competition

Presenter: Tim Miller

- Understanding the Power of Your Brand.
- The Difference Between Strategies and Tactics
- Getting People to Notice You in 60 Seconds or Less.

## Pre-Owned TES Packages

### 2008 TES - \$21,350 - Financing Available



#### 200,000 BTU TES Unit w/ 292 Hours

- 2009 Wells Cargo Trailer
- Propane Kit
- Three 100lb. Propane Tanks
- Trailer Mount Kit
- TES Wheel Kit
- \*Air Mover Shelving (Holds 6 Air Movers)
- \* Air Movers Not Included

### 2009 TES - \$32,999 - Financing Available



#### 250,000 BTU TES Unit w/ 368 Hours

- 2009 Wells Cargo Trailer
- Sixteen Pad Pins
- Four Gallons of TES Fluid
- Three 100lb. Propane Tanks
- Propane Triple Hose Assembly
- Twelve 4-Pin Stainless Steel Floater
- Propane Install Kit
- Propane Hardware Kit
- Twelve 10lb. Sandbags
- Floor Anchor Install Kit
- Exhaust Install Kit

For more information, please contact Interlink Financial Services  
800.655.1207 - Info@InterlinkFS.com

## How to Hire & Pay a Restoration Sales Representative

There is no comment that is asked more frequently among restorers than the one on how to hire and pay a restoration sales representative. However, we have to ask some questions like:

- “What’s the most profitable way to grow my business?”
- “What should my restoration salesperson responsibilities be?”

What is the purpose of even having a restoration salesperson, what is it that we want them to do for us, and then we can talk about how to pay them for it.

The restoration industry has changed a lot in the past few years. We’ve gone from a time where most companies went out and filled candy jars to get business. Now we have social networking like Linked In, Facebook and Twitter. However the situation most companies find themselves in now is most insurance companies are program-based. The problem is, of course, if you’re not in the program, you don’t get the work!

It takes a certain amount of work that is available right now. I’m talking about going straight to the end user. I’m talking about commercial mitigation work.

Now in nearly every market of any real size, there are large facilities, and most of them are self-insured from \$50,000 to around \$100,000. What this means is that any loss that occurs will be taken care of by the facility directly. (No insurance company involved at all... they will just write you a check!)

If the loss goes higher than that, the facility will often involve a special adjuster and although the insurance company may have a preferred provider program, if you’re already there doing the work, the insurance companies don’t seem to mind going ahead and letting you finish.

The strategy you’ll use for getting these kinds of jobs is that someone (your restoration salesperson) will approach these facility managers before-hand and ask them if they have any kind of an Emergency Response program in place. Some of them will, but most likely they won’t.

You have to remember the sales philosophy that your sales representative should always keep in mind... “You can have everything you want in life, if you will just help enough people get what they want.” But what do they want? They just want the best solution to their problems or potential problems.

You then explain the solutions to their potential problems by offering your services to them and offer them a non-binding contract that they can keep in a file just in case something goes wrong. You carefully explain that this doesn’t obligate them in any way... rather it obligates you.

If it is any kind of large facility, for instance let’s say it’s a school system or a campus for a large company - they’re going to be having losses all the time! Right now they are not calling you and you need to change that ASAP.

Most of these will be small, and will be taken care of by their in-house janitors (you can even offer to help train their in-house staff on how to deal with these small losses, because you won’t get them anyway). Most facilities of any size have a small amount of air movers, a few dehu’s and small amount of other equipment.

Not if, but when, a large loss happens, guess who in mostly likely now they are going to call? After all, your name is on a file in their disaster-management

drawer! They actually have a contract with you! This is where your sales representative is involved in setting up a relationship between your company and the facilities managers in your area. However, there are some questions that still need to be answered:

How do we find someone to do this kind of work for us?

How much do you pay a sales rep to do this kind of work for us?

What do we pay for someone to go out and create relationships between our company and the facilities managers in our area?

What we need is a restoration salesperson to go out and make these calls, attend the networking events, and take these facilities managers and owners to dinner etc.

This means that the sales representative needs to be very organized. So before you hire a sales representative you might want to ask them in their interview - “How do you keep organized in your life as well as with your last employer?”

This will give you an idea if they are organized before they even start working with you. Maybe they will respond with programs like Outlook, Google Calendar, PDA, an organizer or other sources. This will give you a great idea of where you might have to start with them if you hire them. Because if they are not organized now, how will they be organized with your company? The most successful salesman in the world are very organized and structured.

Now the most profitable way to pay the restoration salesperson is in a few different ways. First, we need know the activities they should be doing to be successful. So what we can do is to set up a pay structure that pays them a base, based upon how well they do these required activities. This rewards them for doing the activities we know will lead to success.

How else do they get paid? The restoration salesperson should be tied in with the success and profitability of the company.

What you’re doing, by setting this up in this manner, is you’re rewarding the salesperson in two ways: First, by doing the activities that are known to lead to success, and second, for bringing actual business into the company. This is the most powerful way to reward a salesperson because it ties them directly to the real, tangible results you want to achieve. It is a very effective and powerful system.

Once a week on the same day at the same time you need have a meeting with your salesperson, and you’ll go over everything. This keeps the two of you “on the same page,” and keeps you in touch with what he or she is doing.

The most important factor is that they need to have a game plan, just like a coach of a football team. That coach will always have a game plan for the next opponent. So your sales representative also needs to have a game plan or a marketing plan. Maybe the first week of the month he will concentrate on insurance agents, the second week he will concentrate of plumbers, third week he will concentrate of property managers and finally the fourth week he concentrates on adjusters. But at least now he has a game plan to start from.

In conclusion, I also highly recommend that your company tracks where ALL the jobs are coming in from. Because if jobs are coming in off the yellow pages, websites, direct mailers and they are NOT coming from the sales representative, then some things need to change. So track all your leads, you will be surprised where your jobs might be coming from.

## Planning to Win



- **Are You Losing Jobs to Preferred Vendor Programs?**
- **Have Adjusters Slashed Invoices Refusing to Pay for Legitimate Charges?**
- **Are Your Marketing Efforts Not Working As Well as They Used To?**

If you answered YES to any of these questions or you are having trouble growing your business in this highly competitive and ever changing industry, the Planning to Win symposium will help you!

Come to learn new and proven marketing tactics and skills never presented in public forums before. Learn the negotiating techniques of adjusters and how to overcome them. Discover how the right differentiation gives key contacts powerful reasons to hire, refer and work with your company.

Learn the financial and management obstacles that come with growth and how to prepare for and avoid them. This five-day, jam-packed seminar will elevate your business to a whole new level – GUARANTEED! If you are not completely satisfied with the value of Planning To Win, we will refund 100% of the registration fee!



**Register Now—Seats Are Limited!**  
**Dates:** August 17-21, 2010  
**Location:** Reets Dyring Academy and Convention Center  
 Sharpsburg, GA

To register or for more information visit  
[www.PlanningtoWin.biz](http://www.PlanningtoWin.biz)  
 (800) 658-5314 ext. 251, Taylor Laub

Free Recorded Message at  
 (888) 287-1821 ext. 8601

