



Pricing for Profit Tuesday, August 31, 2021

8:30 a.m. – 1:00 p.m.
(Lunch Included)

Ferguson Enterprises
10205 10th Ave N
Plymouth, MN 55441



About the Program

This is a time of **incredible price volatility for materials and labor**, and that has a critical effect on your bottom line. You must **understand your costs** to understand your pricing (and profitability), and this seminar focuses on exactly that! You'll learn about:

- Capturing all your costs (including often-hidden overhead),
- The importance of job costing,
- Break-even calculations, and
- The strategy of using Gross Profit Dollars along with Gross Margin Percentage – a way to sell more high-efficiency equipment in a volatile market.

You will leave this seminar with many practical ideas and two important tools help you better manage your pricing and capture costs – an installation template and a break-even calculator.

About the Instructors

John LaPlant has worked in the HVAC and plumbing contracting industry for over 50 years. **Vicki LaPlant** has over 40 years in the industry. Together, they have worked with all sizes of contractors and learned business practices, systems, and ideas from the very best.

John received the distinguished Servant Leader award from Service Roundtable in 2012. Vicki became a member of the HVAC Hall of Fame sponsored by Contracting Business in 2017. She received the Tom McCart Consultant of the Year award in 2013 and is a recipient of the Distinguished Servant Leader Award from Service Roundtable.

After 20 years of owning a consulting and training company specifically focused on the contracting industry, Vicki and John joined Service Nation in 2016 as business coaches and trainers. **The ideas and tools that John and Vicki bring are practical and easily applied in the real world of contracting.**

This program is limited to 25 attendees. Register today!

First Person from Member Company: \$99, Additional from Member Company: \$69
First Person from Non-Member Company: \$199, Additional from Non-Member Company: \$149

BE A PART OF MHCA AND SAVE ON THIS AND EVERY PROGRAM WE DO...

Join now or within 30 days of the program and you pay the Member rate!



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Program Sponsor



Registration Form

ATTENDEE INFORMATION

(COPY FORM FOR ADDITIONAL ATTENDEES.)

Name: (first) _____ (last) _____

Name: (first) _____ (last) _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

REGISTRATION FEE

	<u>Member</u>	<u>Non-Member</u>
First Attendee	\$99.00 per person	\$199.00 per person
Additional Attendee(s):	\$69.00 person	\$149.00 per person
# Additional Attendees	_____	_____
Total	\$ _____	\$ _____

**JOIN MHCA FOR \$395.00
AND START SAVING WITH
THIS PROGRAM!**

PAYMENT INFO

Credit Card: VISA MasterCard Discover AmEx

Name on credit card: _____

Billing Address: _____

CC Number: _____ Exp Date: _____ CVC Code: _____

Check: Payable to "MHCA"

Mail, fax, or email completed registration form to:

Minnesota Heating and Cooling Association
6066 Shingle Creek Parkway, Suite 167
Brooklyn Center, MN 55430

Ph: 888-782-6815

Fax: 888-287-4116

Email: jane@assocmgmtservices.com

For additional information about this program or MHCA membership, contact MHCA at (888) 782-6815.